

# **COFFEE AND TEA** **INDUSTRIES** **AND THE FLAVOR FIELD**

**MARCH**  
**1960**

**FORMERLY THE SPICE MILL • 83RD. YEAR**



**C. E. BICKFORD**

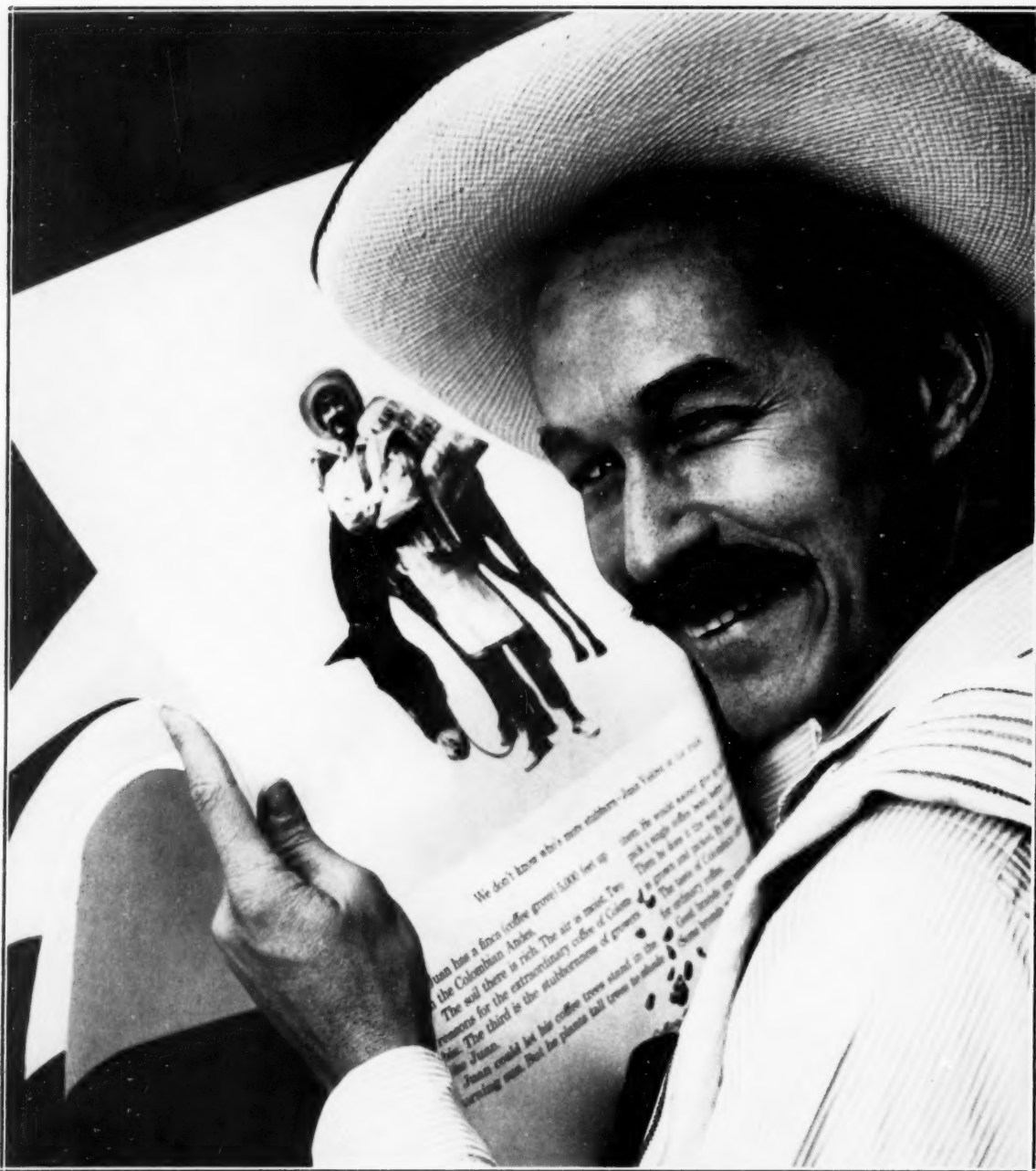
NEW YORK, 120 WALL STREET

**AND CO.**

SINCE 1886

**COFFEE BROKERS and AGENTS**

427 GRAVIER STREET, NEW ORLEANS



Coffee planter Juan Valdez sees himself in newspaper ads introducing Colombian Coffee to U.S. The campaign is part of wide

plan to upgrade American taste in coffee, and help good brands. It started running in first ten major U.S. markets in January.

## Juan Valdez, Key Figure in Million Dollar Campaign for Colombian Coffee



## BAR-NUNS CUT LABOR COSTS 50%

### THIS USER\* WRITES:

"We have three of your Bar-Nun Bag Feeders and Weighers in our production line. Operation is very efficient and the improvement both in speed and physical effort is so great that we use only fifty per cent of the amount of labor on each of the production lines. Also, we are extremely pleased with the accurate weights and the simple operation of adjusting the weight."

\*Name on Request

With less than half of one operator's time, each of these Bar-Nun Automatic Bag Feeders, Openers and Weighers produces up to 1700 bags per hour, automatically fed, opened, weigh-filled and ejected . . . in steady, sustained production hour after hour. So, packaging labor costs are cut sharply—by one-half in this plant; by one-third to one-half in scores of other Bar-Nun installations.

Can you use that saving? In addition, you may save an equal amount or more in coffee overweights, through the Bar-Nun's extreme accuracy.

Write today—without obligation—for details, recommendations and quotation on the Bar-Nun Automatic Bag Feeder, Opener and Weigher that meets your specific requirements. Tell us the weights you package, whether it's bean or ground coffee, and the approximate capacity you require.

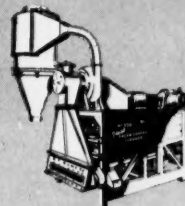
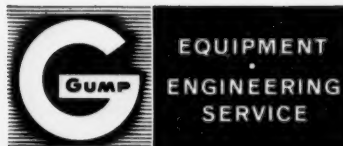
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*Engineers and Manufacturers since 1872*

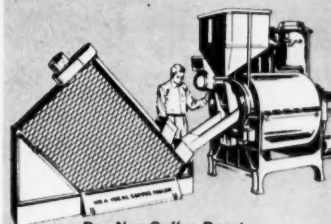
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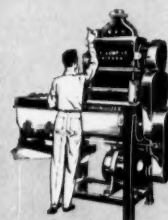
MARCH, 1960



Ideal Green Coffee Cleaners



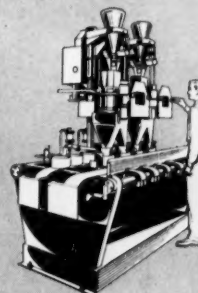
Ray-Nox Coffee Roasters  
and Ideal Coolers



Gump Coffee Granulizers



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Bar-Nun Can or Jar Lines

Write for literature on  
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# PORTUGUESE Coffee

## ANGOLA

CABOVERDE • S. TOMÉ • TIMOR



JUNTA DE EXPORTAÇÃO DO CAFÉ — RUA AUGUSTA, 27 — LISBOA — PORTUGAL



V. SARAINA

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# COFFEE AND TEA INDUSTRIES

## AND THE FLAVOR FIELD

FORMERLY THE SPICE MILL • 83RD. YEAR

MARCH, 1960

VOL. 83, NO. 3

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83rd Year

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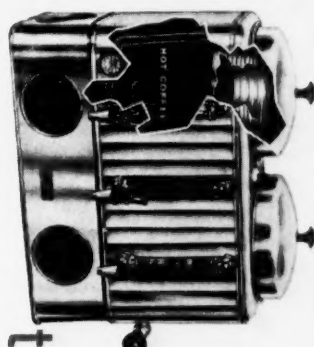
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"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

MARCH, 1960

# CECILWARE

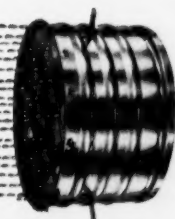
## NOW — BREW BETTER COFFEE...



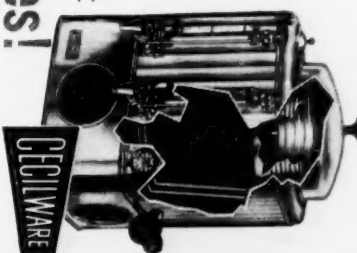
Each month, experts from the CBI give brewing demonstrations before thousands. And the urn method they recommend uses the Gridded Riser — standard equipment in all Cecilware Series '61 Urns. Have your equipment dealer demonstrate it for you, and write for our new catalog #24. CECILWARE-COMMODORE, 199 Lafayette St., New York 13.

Twin urns with 6 or 10 gal. capacity start at \$425.

CECILWARE SERIES '61 COFFEE URNS



Single urns with 3 or 5 gal. capacity start at \$225.



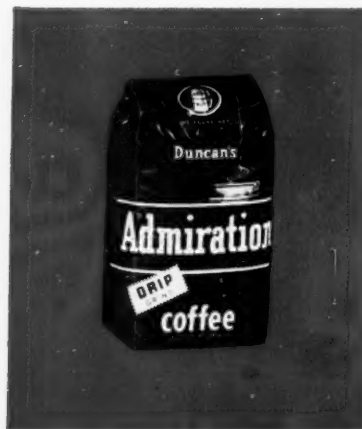
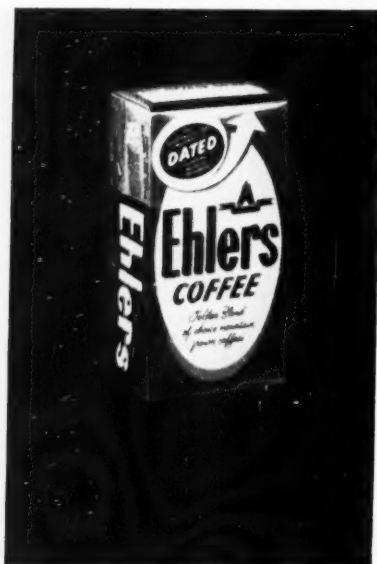
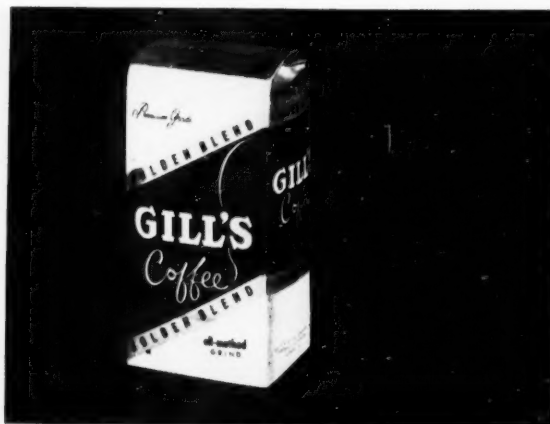
# CECILWARE

the way the Coffee Brewing Institute does!

## NEXT TO YOUR COFFEE CONTINENTAL PACKAGING SELLS BEST!

Good things like these coffee best-sellers come in *Continental* packages! And whether your coffee comes to market in pre-ground, instant or whole bean form, there's a Continental bag to package it best. Continental's exciting line has everything from kraft paper bags to sparkling foil laminations, equipped with many flavor-saving linings to keep your coffee fresher longer!

And in addition to knowing packaging materials thoroughly, Continental experts are also familiar with every aspect of automatic packaging equipment. Their automation experience offers you the most complete flexible packaging service in the industry. No matter what size or style bag you want, plain or printed, with almost any lining you need—call Continental today, and order a superbly-printed line of economical, effective coffee packages!



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Beaumont, Texas  
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COFFEE & TEA INDUSTRIES and The Flavor Field

Guest editor, John F. McKiernan, president of the National Coffee Association discusses the 49th Annual Convention at Boca Raton . . .

## “an awareness of the situation”

Our recently-concluded 49th Annual Convention differed from previous meetings in the amount of time devoted to open business sessions. Yet there are few, if any, significant issues in the world of coffee today that didn't receive their share of attention.

In our theme, “Coffee Looks Ahead,” we promised realistic forecasts by experts in the fields of coffee production, marketing, advertising, and distribution. True, no world-shaking news was made in the Boca auditorium last January. But it is also true that, for the attentive delegate, there was much in the discussions that could give him a *new awareness of the industry's present situation*.

It would be not only unfeasible but also unnecessary to summarize here the principal messages delivered by convention speakers and the main points developed during the panel session. Highlights of these addresses are contained elsewhere in this edition, and complete texts are available at the Association's office.

Perhaps it would be more practical, then, to use some of the issues discussed at the meetings to illustrate a brief statement of our own opinion on what an individual can get out of attending a convention. The assumption here, of course, is that the average delegate *wants* to get something out of it in addition to fun.

Regardless of what aspect of the coffee trade a delegate represents, his background information could not be complete without some knowledge of the attitudes and programs of producing nations. Last January, at Boca, delegates heard no less an authority than the Chairman of the International Coffee Agreement, Mr. Miguel Angel Cordera, Jr., expound on these subjects. (Incidentally, during his address, Mr. Cordera described our convention as “one of the most important meetings of coffee people anywhere.”

Incentive, of course, is an indispensable part of any well-planned sales campaign. At our recent meeting, two full-length presentations sketched for delegates the broad horizons for coffee sales expansion which loom in the years ahead. At the same time, the speakers warned of the pitfalls in the path of the over-zealous and under-vigilant entrepreneur.

The advertising of coffee was given full and interpretative attention by representatives of an agency which created a current campaign for the Pan American Coffee Bureau. Whatever its persuasive impact upon the individual roaster in the audience, this presentation proved to be a full-dress review of the campaign's conception and the thinking behind its techniques.

The membership meeting at Boca also provided useful background information for the delegate who aspires to be knowledgeable in the affairs of his business and his trade association. In addition to hearing the year-end reports of all active committees, members approved a resolution which established a special committee to combat the “encroachment on private enterprise” constituted by coffee consignments.

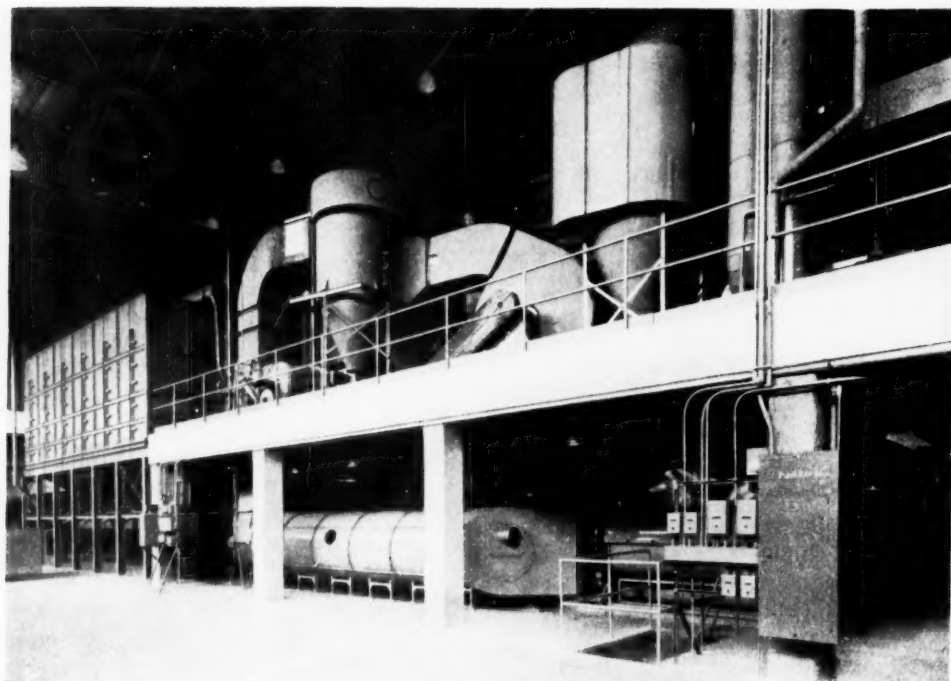
Earlier in this discourse, we used the phrase “a new awareness of the industry's present situation.” And it is this asset which might be called the principal dividend from time invested in attending any business convention. In a decade when economic, and even social patterns are subject to accelerated change, awareness has become an essential business trait.

To misjudge the significance of current events is to risk becoming antiquated. To be aware of trends and able to exploit them is to “steal the march” on the competition. To the fostering of such awareness, our coffee conventions are dedicated.



**NOW**  
**MORE**  
**THAN EVER**

***Europeans Look to BURNS for Modern  
Coffee Processing Equipment***



*Completely automatic continuous roasting operation in J. A. Folger's Los Angeles plant.*

Yes, Europeans, and visitors from other parts of the world as well, look to Burns for the last word in efficient, economical coffee processing equipment.

And no wonder — not only is the United States the largest consumer of coffee in the entire world, but Burns is foremost in knowledgeable plant engineering.

Whether you're from Timbuktu or Toledo, Ohio, whether you're expanding, modernizing, or planning an entirely new plant, Burns has the engineering know-how and the equipment to make your operation a profitable and successful one.

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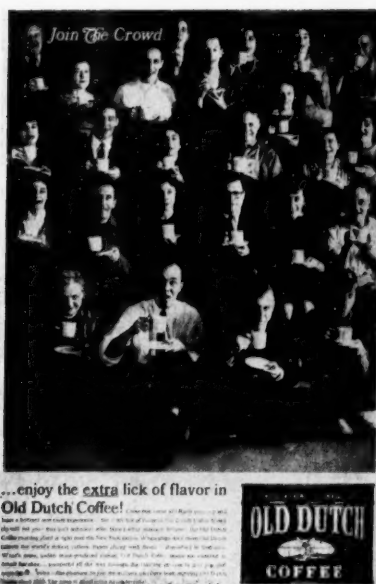
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IN SAN FRANCISCO  
**Tempo-Vane Mfg. Co.**  
**& Tempo Steel Corp.**  
330 First Street  
San Francisco 5, Cal.

Printer's Ink comments on the current battle for the consumer's coffee dollar. . . . .

## PRICELESS APPEAL:



## coffee men try new ad tactics as competitive pressures mount

As coffee retail prices tumbled last month to their lowest point in a decade, the nation's coffee roasters seemed headed for the hottest ad battle the industry has known for years. Stripped for the most part of their price appeals and having nothing left to fight with but their coffee, roasters throughout the country were trying all sorts of approaches to attract the housewife. Last week, S. A. Schonbrunn (Savarin and Medaglia D'Oro) of New Jersey was the latest roaster to swing into a new campaign typifying the fierce competition now pervading the whole field.

The new campaigns, as well as others that have broken in recent months, reflect the changes that have taken place in the coffee industry over the past six years. After the Brazilian crisis of 1954, which sent retail prices soaring to \$1.18 a pound, roasters in all parts of the country attempted to placate irate housewives by stressing economy with hard talk and gimmicks in their advertising. Maryland Club, one of the biggest selling brands in the southwest, for example, used two-color, full-page ads to offer housewives a "free economy test kit" to prove its larger cup yield. A&P introduced coffee and chicory, traditionally popular only in the South, to its northern outlets.

Since coffee prices settled down below the resistance level (85¢ to \$1.00) several years ago, however, the coffee industry has been groping for a way to sell itself out of the hole. While roasters had managed to increase per-capita consumption each year, poundage consumption had declined from 18.7 pounds per person in 1949 to 15.7 in 1957. Housewives, guided by the roasters' economy instructions, had been squeezing 62 cups from every pound instead of the 45 they had extracted in 1945. With prices easing off, the problem became one of selling more coffee and less water.

Last fall the Pan American Coffee Bureau, in an effort to buck the watery coffee trend, started a campaign (created by BBD&O) built around a whimsical crusade ("The League of Honest Coffee Lovers") dedicated to getting "More Coffee in Our Coffee or Fight." In addition, the

(Continued on page 16)



For six solid weeks—in 18 major markets—two new 20-second commercials are telling a “2 sides of tea” story in 22,000,000 homes.

Each commercial challenges the viewer to “Take Tea and See!”—asks the question

“See what?” and answers that question with “See for yourself—tea has two sides.” It’s a new powerful positive sales approach to round out the winter Hot Tea campaign and put steam in your sales!

# tea council

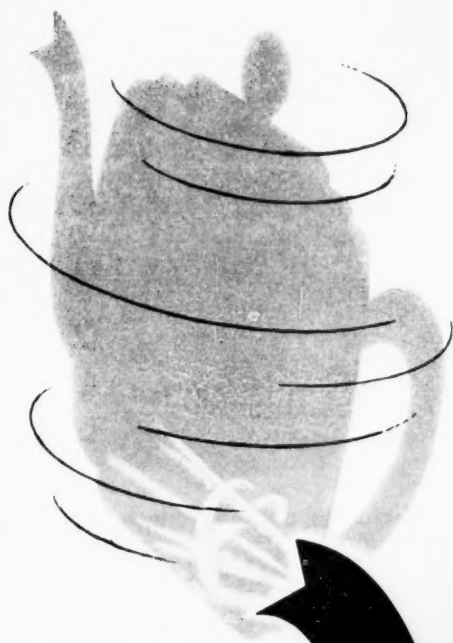
of the U.S.A., Inc.

16 East 56th Street  
New York 22, New York



# Hot Tea TV Commercials to put new steam in tea sales

**...7 NIGHTS  
A WEEK!**



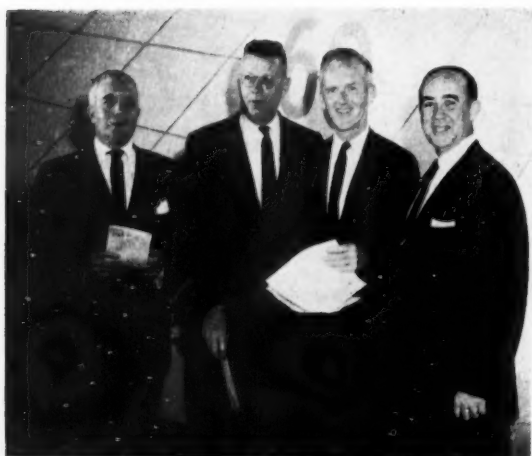
**INTRODUCING  
2 NEW  
COMMERCIALS  
SELLING THE  
2 SIDES OF TEA**

**2. TEA  
LETS YOU  
SLEEP!**

## **the National Coffee Association's 49<sup>th</sup> Annual Convention looks ahead**

this year's convention goers met old friends, indulged in outdoor sports under sunny skies, but, above all, met the urgency of today's coffee market with a variety of speeches which made sense.

... here in a special Coffee and Tea Industries roundup are excerpts from the latter which point up future trends for the entire industry.



NCA's vice-chairman Anisensel, and president McKiernan flank C. H. Bower, and Whit Hobbs, president and vice-president, respectively, of BBDO, Inc. Latter gave presentation to Wednesday morning business session.



Convention-goers managed to find time between business sessions to indulge in favorite off-hours sport. Foursome shown, l. to r., include Thomas W. Kelly, Louis E. Erhard, Herman F. Baerwald, and Arthur L. Ransohoff.

MIGUEL A. CORDERA, JR., president of the International Coffee Agreement talked on coffee's present problems and their solution. Coffee prices are now around 20 percent lower than they were in 1950. . . . Between 1954 and 1959, they dropped about 50 percent. In this same period, the cost of goods purchased from the coffee-importing nations, and particularly the United States, have increased more than 10 percent and the cost of living in the producing countries has risen much more than that.

Does this disparity adversely affect the major coffee consuming countries which are also the industrialized nations? Let us answer with some figures. . . . The value of goods imported by Latin America in 1958 was one billion dollars less than in 1957. This is because we are more dependent upon coffee for foreign exchange than any other region of the world. Six Latin American countries depend upon it to provide from 50 percent to 85 percent of their total export earnings and another five depend upon it for 10 percent of 34 percent of their export earnings.

In other words, the manufacturing nations which sell to Latin America lost a billion-dollar market largely because of the low price of coffee. This is not difficult to calculate when you realize that a drop of just one cent a pound means a loss to the producing countries of 50 million dollars a year.

Thus, the drop in coffee income is creating critical problems for both producing and coffee-importing countries. In the producing nations, it is understandable that people who have standards of living 90 percent lower than those of the United States and who began improving them a few years ago, face the changed and uncertain conditions with great anxiety. In the importing countries, where high industrial production must be maintained, a reduction in their export markets is most undesirable.

In the world coffee community, we are each other's customers. Consider the fact that it would be absurd for a business firm to let its main customer go bankrupt when it would be able to prevent it. In the international field, we must work for a satisfactory equilibrium to avoid national bankruptcies. We can only do this by increasing trade and by paying fair prices for internationally-traded commodities.

In coming months, the world's coffee-producing and coffee-importing nations must continue to work together, to conduct the necessary studies and to reach an agreement on a long-term basis. This involves, among other things, the control of production, which presents many difficulties. Nevertheless, the export quota system in effect under the present Agreement gives us a good starting point. We must plan to avoid future deficits in production as well as big, unmanageable surpluses.

My personal idea is that we must build a bridge from the short-term to the long-term problems and thus give a solid base to the world coffee market. To accomplish this, I would suggest:

**First:** A quota agreement for a five-year term . . .

This would require every producing country to plan how to manage any excess production and, consequently, would encourage establishment of production control policies.

**Second:** An international financial organization that would guarantee that all member countries would sell their entire quotas, by being ready to purchase at the end of each year any unsold quantities at the average price of that year. That organization would sell any coffee it purchased before quotas could be raised. In this way, no exporter would be in a hurry to dispose of his coffee, and the financial organization would not lose its capital. This result would be insured by the increase in consumption due to expanding population and rising purchasing power and by more wide-spread and effective promotional campaigns.

**Third:** Cooperation by importing nations to help in the enforcement of quota regulations and in the sound operation of the Agreement. Once it has been established that producers and consumers are in the same boat, it will become clear that all must row together.

We have problems to solve, but we will continue to make progress. The era of international cooperation is firmly established. It is true that coffee prices have declined in spite of agreements. But without them, there would have been chaos. We have gained in experience, in correcting errors and in making friends in the producing and consuming nations who know that we work for a great cause.



Last year's chairman, **THOMAS J. PRETTYMAN**, reviews the Association's year . . . What kind of a year has it been for coffee? It's been a year in which we have seen some fine examples of international teamwork among our State Department, our Department of Agriculture, and the Coffee Study Group—the latter representing consumers as well as producers. And it's been a year when a medical specialist from no less an establishment than the Mayo Clinic saluted coffee as one of the best brain stimulants—something that all of us here have known for many years.

It's been a good year for coffee, all in all. Roastings ran four per cent ahead of 1958. And, what's more important, per capita consumption moved up by four-tenths of a pound. All of us roasters, whether large or small, have had a keenly competitive year. Out of all the giveaway programs, undoubtedly there has been some getting.

MARCH, 1960



Deep-sea fishing found plenty of devotees at Boca Raton. The smiling coffeemen pictured here, Tom Prettyman, E. A. Johnson, Sr., David G. Platter, W. Fred Dahlen, exude confidence in their piscatorial ability.



One measure of a good convention is the food, and at Boca Raton indications are that it was excellent. The foursome pictured "putting on the feed-bag", are Albert Salgar, Mrs. Salgar, Arturo Jaramillo Gomez, and Andres Uribe C.

That mean's it's been a good year for the consumer, too.

But this is to be a chairman's review of the Association's year, so I will confine my remarks to Association activities. As you will see, very little of importance happened in the world of coffee that the Association wasn't involved with in some way.

Take coffee's international aspects, for instance. During 1959, the Association's Foreign Affairs Committee was continually active in carrying out the work for which it was appointed. As you know, the purpose of that

*(Continued on following page)*

### **"an awareness of the situation". . .**

*John F. McKiernan, president of the NCA, discusses Boca Raton, and the industry, in a special guest editorial appearing on page 5 of this issue.*



## BOCA RATON — 1960

committee is to work with our own government and the governments of producing countries to find sound solutions to coffee's problems. Throughout last year, members of the Foreign Affairs Committee served as advisors to our State Department representatives in the Coffee Study Group.

Although import quotas on coffee are no longer topical, they were a red hot issue early in 1959. In May, our Foreign Affairs Committee felt concerned about statements from various sources which tended to disturb and confuse the industry. So the Committee issued a restatement of the Association's policy in the matter of import quotas and communicated this to government officials. Shortly afterward, the Committee's chairman received a reply from Thomas C. Mann, the Assistant Secretary of State for Economic Affairs.

"There is no intention at this time," said the Secretary's letter, "to impose import quotas on coffee. If in the future an emergency should arise—and we do not foresee that it will—we shall, as always, consult in advance with the Foreign Affairs Committee." I think that everyone will agree that this is an outstanding example of successful action by a committee of your Association.

The year of 1959 also saw the appointment and successful operation of a new Association committee. It was named the Coordinating Committee. Its purpose is to assist the Pan American Coffee Bureau in the auctioning of coffees which were contributed by its member nations

to the promotional fund. By the end of the year, the Coordinating Committee had helped the Bureau to raise nearly one million dollars for coffee advertising.

This Association, as you know, traditionally has been opposed to the consignment of coffee by producing countries to representatives in consuming countries. This Association has not changed this policy. In fact, during the past year, its Consignments Committee reiterated its position to the government of one producing nation.

Now, I'd like to mention briefly the activities of other Association committees. If I say less about these than about some others, it is only because of time limitations and not to minimize their accomplishments.

Our U. S. Army Advisory Committee certified over 600,000 bags of green coffee for military use during the year. Last May, at a testimonial dinner in Washington, your Association tried to show two retired members of that Committee—Jim O'Connor and Jack Duff—how much it appreciated their eighteen years of dedicated service. At the same time, we said "Thanks" to Albert Hanemann, another veteran who continues on that Committee, and we welcomed aboard Jim O'Brien, its new Chairman, and Walter Granicher.

During 1959, our Institutional Advisory Committee conducted 245 tests of roasted coffee for public and private institutions. And early in the year, as a result of the persistence of our Instant Coffee Committee, we were notified that the President of Mexico had equalized the taxes on instant and green coffee exported from that country.

Meanwhile, our Public Relations Advisory Committee continued to break circulation and audience records with its film and its publications. In May, it won for the Association one of the most coveted prizes in the field of marketing. This is the "Key of Achievement" award for outstanding promotional campaigns in the direction of the nation's youth. In company with such industrial giants as Dow-Chemical and General Motors, winners in other categories, the National Coffee Association walked off with the trophy given to the best campaigns in the field of foods and beverages.

I think that I have touched upon most of the highlights of the Association's year which, in total, has been a good year.

■ ■

The association's president, **JOHN F. McKIERNAN**, looks to the future . . . . You can be certain that when we chose "Coffee Looks Ahead" as the theme for this year's meetings, we had no intention of foreseeing the future as an era of "pie in the sky." It is true that most prognosticators sketch a bright and exciting picture of our nation's economy during the sixties. And there is no reason why the world coffee trade should be a laggard in this great forward push. But the industry's performance during the next decade will depend inevitably on careful planning, bold innovation, and a good measure of that teamwork which we called for at last year's meetings.

Now let us see what has happened to our sales volume over the past decade. During 1949, U.S. imports of green

(Continued on page 24)





## ***IT'S EASY TO LOSE YOUR WAY***

... in the coffee and tea industry. And, it's one reason your advertising dollar should be spent in the right direction. That's why COFFEE AND TEA INDUSTRIES, with 83-years of publishing experience to draw on, is a must when it comes to publicizing your product. We're proud to admit that some of our present advertisers are the same ones who started with us way back at the turn-of-the-century, and before.

*That, we think, means we've done the right kind of job for them.*

And, it is that same job we can do for you. From the grower and transporter, right on through the processor and ultimate buyer, our circulation reaches the people who are important to you. COFFEE AND TEA INDUSTRIES couples your advertising coverage with an editorial format which makes readership, and sales.

Next time you're considering advertising for the benefit of people who count, think of COFFEE AND TEA INDUSTRIES.

It won't be hard. Because, quite naturally, we're the trade publication which comes to mind first. It's been that way for 83-years!

COFFEE AND TEA INDUSTRIES, 106 WATER STREET, NEW YORK 5, N. Y.



Zinn's management uses heavy in-store promotion. Included among the pieces designed to sell the Golden Cup of coffee are the place mat shown here, a table tent, and a coaster.

## one man's "Golden Cup"

When a customer registers a 100 per cent gain in his coffee sales, when he writes his coffee supplier: "I want you to know that your representatives were interested enough in our restaurant to spend their valued time and efforts in helping us to enhance our knowledge of coffee brewing. I am indeed very pleased and, of course, a very happy customer", that's good news of the highest order. It's more than good news, it's good business.

Robert Buch, manager of Zinn's Diner-Restaurant in Thorndale, Pennsylvania, is such a customer. He is one of three recent winners of the Golden Cup which are serviced by the LaTouraine Coffee Company. The others, who have also registered sizeable sales increases, are located in the city of Toledo, Ohio, and the up-state New York community of Yorkville.

Just what part the roaster has played in making such an increase possible and how he has been rewarded, not only from the standpoint of profits but good-will as well, is the subject of the interview which follows.

Question. Mr. Buch, a 100 percent increase in any item is a mighty substantial gain. How did it happen and what made you decide to push coffee?

Answer. If you'll look at that Golden Cup trophy over there you'll have part of the answer. As for pushing coffee, I think the fact that it's the most consistent profit maker on the menu, answers that part of your question. These two things, plus my yen for promotion, got me into the contest in the first place. Ever since I started in business, three years ago, I've been interested in ideas that would sell.

Question. What part would you say your coffee supplier has played in winning this Golden Cup and making this increase possible?

Answer. A very substantial part. I doubt that we could have made the showing we have without his help.

Question. Just how did he help?

Answer. You might say that he took us by the hand and showed us the way. But over and above the physical and technical help he gave us, he shared our enthusiasm. He was with us from the start and just as eager to see us get the Golden Cup as we were. After all, his coffee was involved—"the best coffee you can buy."

(Continued on page 30)



Constant reminders jog memory on exceptional Golden Cup coffee served by Zinn's. An example is bean-guessing teaser which keeps customer returning to see if he is prize winner.

COFFEE & TEA INDUSTRIES and The Flavor Field

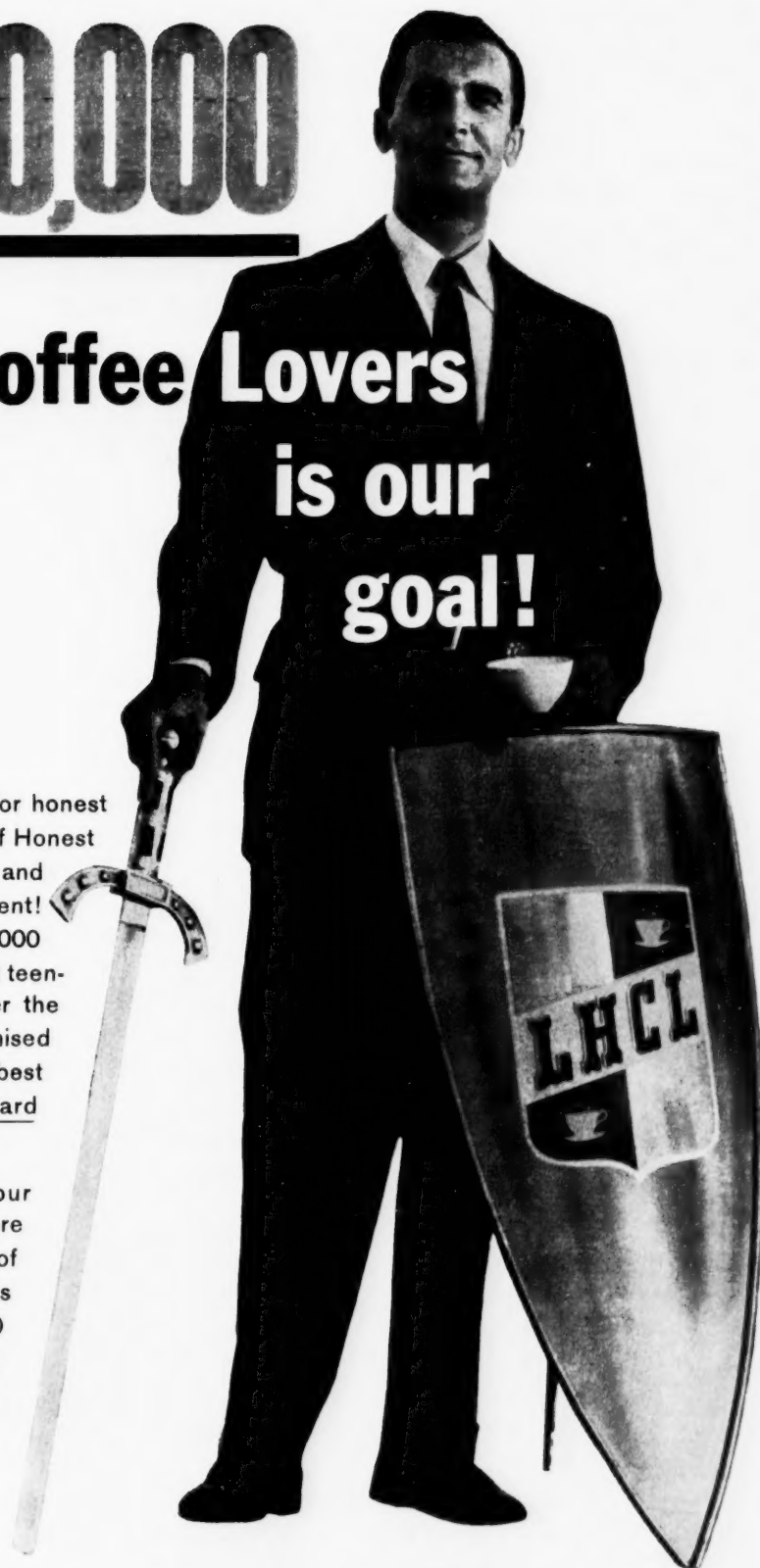


# 123,500,000

## Honest Coffee Lovers is our goal!

Month after month, the crusade for honest coffee goes on. And the League of Honest Coffee Lovers grows in strength and numbers. But we are not complacent! We will not rest till we are 123,500,000 strong—till every man, woman, and teenager in America has rallied under the banner of the LHCL and promised never to serve or sip less than the best—coffee made with one standard measure of coffee per cup.

Already the advertisements in our campaign have been exposed more than 71,000,000 times to readers of Life and Look. And the battle has hardly begun! You, and 6,080,810 more Americans, will read the latest call to arms in Life, February 22.



**PAN-AMERICAN COFFEE BUREAU, 120 WALL ST., NEW YORK 3, N. Y.**

MARCH, 1960

15



# LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

NEW YORK  
101 FRONT STREET

SAN FRANCISCO  
160 CALIFORNIA STREET

NEW ORLEANS  
300 MAGAZINE STREET

MEMBER OF

**NCA**

AGENTS FOR

**LEON ISRAEL AGRICOLA E  
EXPORTADORA S/A (BRAZIL)**

*Coffee Planters & Exporters*

Santos	Rio De Janeiro
Paranagua	Angra Dos Reis

**Israel (London) Ltd.**

General Agents for Europe

110 Cannon Street, London, E. C. 4, England

## coffee men try new ad tactics

(Continued from page 7)

bureau asked roasters to cease making mention of cups per pound in their own brand advertising.

Today more and more roasters, while they have not all discarded the old economy approach, are nevertheless attempting to emulate, to varying degrees, the bureau's campaign. Advertisers are trying to outdo each other with whimsy, humor, geographical and educational essays, and simple hard sell to create a sort of coffee cult that not only insists (sometimes brutally) on expertly brewed coffee, but is also aware of how it's roasted and where it's grown.

Here are some of the current and upcoming advertising approaches:

**A & P:** This national coffee trader, with its chicory blend returned safely to its southern markets, joined the bureau's crusade early in the game. In November, the company placed (through Gardner Advertising) a one-shot insertion in New York newspapers showing a young matron smiling ecstatically because "Harry kissed me this morning" (after quaffing his Red Circle or Bokar or whatever other A&P coffee brand). A&P has also used a heavy schedule of radio spots to carry the same message.

**S.A. Schonbrunn:** This week Schonbrunn (Savarin) switched its commercial message on the syndicated CBS-TV show, "Grand Jury," from the luxury of the Waldorf-Astoria, where Savarin is supposedly served, to the world of whimsy. The new Savarin commercials are built around the concept of "gumption" and feature an animated Horatio Alger figure named Charlie Fry who breezes from rags to riches on the strength of that quality, which he possesses in spades. At the peak of his success,

(Continued on page 18)



"WELL, WE HAVE 46,000 POUNDS OF CAFFEINE!  
WHAT IN HELL ARE WE SUPPOSED TO DO WITH IT?"

TODAY,  
SUPERMARKETS WANT

THIS . . . NOT THIS



And now tough, extra-protective liners of new Du Pont "K"\*  
cellophane keep pre-ground coffee really fresh

**Why you will sell supermarkets more bagged pre-ground coffee.** Because pre-ground coffee ends customer delay, spillage and waste. It ends pilferage from unsealed bags and provides selling space instead of grinder space. This means supermarkets sell more coffee faster, make more profit when they sell bagged pre-ground coffee. This means they'll want to stock more of *your* coffee.

**Why "K" cellophane-lined bags?** Because new "K" cellophane gives coffee extra protection . . . locks in the just-ground freshness and flavor people want. "K" cellophane is tough. Tests

prove it can take rough shipping and handling. Yet, with all their advantages, coffee bags with new "K" cellophane liners are economical.

So profit from the supermarket trend to pre-ground bagged coffee by using "K" cellophane-lined bags. See your bag supplier or, for more facts, fill out the coupon below and mail it today.



REG. U. S. PAT. OFF.  
BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



**YOURS FREE!**

4-Page Booklet, "A New Bag Liner for Coffee"

E. I. du Pont de Nemours & Co. (Inc.)  
Converter Sales, Film Department  
Nemours Building  
Wilmington 98, Delaware

Please send me my free copy of Du Pont's booklet, "A New Bag Liner for Coffee."

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

# NEW ELECTRIC FULLY AUTOMATIC PERCOLATORS

**24- 48- 84-Cup Capacities**

For

Homes • Churches • Schools • Taverns • Lodges  
Restaurants • Hospitals • wherever large quantities  
of perfect coffee are desired.

## THREE MOST WANTED SIZES . . .



- Completely Automatic
- A snap to clean
- No Bags, Filters, Papers or Screens
- Perfect Coffee Every Time

AP-48—48-cup capacity

AP-84—84-cup capacity

AP-24—24-cup capacity

Also a wide selection of semi-automatic Drip-O-lator electric coffee makers in capacities from 18 to 72 cups. Write for descriptive literature.

**EASY TO USE . . .** Simply put in the required amount of cold water, add coffee and switch on current. Perking action starts in seconds and stops at the peak of percolated flavor. Then automatically the all new "Automatic Electric Percolator" turns to low heat to keep the full-bodied brew serving hot. Approved by Underwriter's Laboratory.

**THE** *Enterprise* **ALUMINUM CO.**  
MASSILLON, OHIO

Manufacturers of Quality Aluminum Cooking Utensils since 1914

## coffee men try new ad tactics

(Continued from page 16)

Charlie raises a cup of Savarin and cries: "Give me a coffee rich and full—the kind with GUMPTION—wonderful!"

At this point no one on the outside of the Schonbrunn offices or its agency, Foote, Cone & Belding, knows just what the company plans to do with its new campaign. Neither agency nor company officials would comment last week on the commercials or their plans.

**Old Dutch:** This company, never a heavy advertiser, broke into TV two months ago with a schedule of 60-second spots featuring a contented housewife, a catchy jingle and a promise of "an extra lick of flavor in Old Dutch coffee." Frederick Kohn, Old Dutch president, announced on January 12 that the campaign had been extended to include a 52-week schedule of prime TV time over WCBS-TV, WABC-TV and WRCA-TV. Next week, the company's print campaign (placed by Ketchum, McLeod & Grove) will break in New York and suburban newspapers. The print ads will feature a whimsy of their own with various groups (including agency staff members) tasting the product and licking their lips, as well as educational information about how the coffee reaches the roaster.

## a spot of tea helps . . .

A recent news item from Plymouth, England, states that C. E. Jones was only slightly flustered when his wife announced there was an airplane in his garden. It was Midshipman Michael Goodwin of the Britannia Naval College. He had lost his way in the fog. Mr. Jones did the proper thing. He invited the midshipman in for tea.

**Martinson's:** Jos. Martinson and Al Paul-Lefton, which handles its Martinson's brand, is skipping the whimsy this winter and substituting hard sell. Early this month the company launched the most expensive campaign in company history, which will involve a 13-week schedule of ID's on RCA-TV, ABC-TV and CBS-TV as well as 660-line ads in all metropolitan newspapers and a radio campaign on WQXR. The print ads show a Martinson's can bursting through a newspaper under a bold black headline: "Now everybody can afford the finest coffee ever poured MARTINSON'S," and at the bottom: "The lowest price in 10 years!"

**Chock Full O' Nuts:** This New York roaster, which once claimed that an eight-ounce cup of coffee could be brewed from the same amount of its blend as would be required for only a six-ounce cup with any other blend, also used a domestic situation to tell its story, except that its housewife was unhappy after being brained or scalded or both by an irate husband (obviously a Coffee League member) who had lost his temper in his fight for good coffee. Grey Advertising created this campaign, introduced early last fall.

(Continued on page 22)



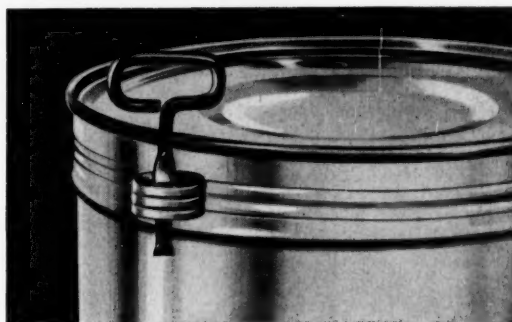


## **PRESTIGE PACKAGE IN THE STORE!**

Your fine coffee deserves a handsome container! Canco cans will give your product a sparkling appearance . . . a definite edge in self-service competition.

## **OPENS EASIER IN THE KITCHEN!**

Canco coffee cans have the ingenious "self-tracking" tear strip which guarantees smooth winding, no "spiraling" . . . added consumer convenience!



## **TASTES FRESHER IN THE CUP!**

Vacuum pack cans, invented by Canco, keep your coffee fresh as the day you roasted it. Your customers enjoy a fresher, better-tasting cup of coffee.

**PACK YOUR COFFEE IN CANS FROM CANCO!**

**CANCO**  
*Durston* **AMERICAN CAN COMPANY**

MARCH, 1960

*New York • Chicago  
New Orleans • San Francisco*



# **BRAZILS ARE PREFERRED**

**THE BRAZILIAN COFFEE INSTITUTE**

**120 WALL STREET, NEW YORK 5, N. Y.**

Determining the end point of your roast . . .

## a study of the measurement of color in ground coffee

By ANGELA C. LITTLE,

Dept. of Food Science and Technology,  
The University of California

Many factors, some interrelated, some independent, determine whether or not a given cup of coffee will satisfy a given consumer. The history of the green bean, the roasting process, the determination of the end point of the roast, storage conditions after roasting and the method of brewing must all be taken into consideration. Most of these factors lie outside the scope of the present discussion. We are interested here in examining one problem: the determination of the end point of the roast.

As flavor development parallels color development during roasting, color is used to determine the degree of roast and hence becomes the "indicator" of the roasting process. The color may be determined by subjective visual estimation or by an objective method where surface reflectance is measured either by a spectrophotometer or a tristimulus photoelectric colorimeter. There are several pitfalls in a subjective method. Individual differences in color perception, lighting, operator fatigue and the interpretation of the descriptive terms, light, medium, high, etc., all contribute to the arbitrariness of the method. Instrumental analysis then would appear to be the logical

choice, since an objective method is not subject to such vagaries. This makes possible the definition of the color of roasts in terms of the red or green reflectance (the latter is a direct measure of the tristimulus Y value) and gives us a means of translating descriptive terms to numerical values. Setting up industry-wide standards in terms of reflectance values can easily be accomplished, as it merely involves specifying the ranges in percent reflectance corresponding to light, medium, high, French, etc. roasts.

However, application of the method involves more than presenting a ground sample to a reflectance meter and recording the result.

It is relatively easy to define a standardized analytical procedure which will obviate discrepancies due to particle size distribution and experimental variables. The difficulty lies in the interpretation of the results. Data obtained on one instrument may yield answers which differ from data obtained on another, even when the two instruments are of the same make. We discussed this problem in detail

(Continued on page 34)

Table I PHOTOVOLT COMPARISONS

Collaborator	Filter	Intercept a	Slope b	Standard error of b $S_b$	Standard error of estimate $S_{y.x}$	t-test Test for $b=0^*$	t-test Test for $b=1$
(1)	G'	0.165	0.949	$2.0 \times 10^{-2}$	1.10	47	2.559
	A''	-0.787	0.934	$1.4 \times 10^{-2}$	0.90	66	4.216
(2)	G	-0.324	1.006	$2.1 \times 10^{-2}$	1.17	47	0.290 (Accept $b=1$ )
	A	0.695	0.962	$1.5 \times 10^{-2}$	0.96	63	2.489
(3)	G	1.324	1.038	$2.9 \times 10^{-2}$	1.58	36	1.338 (Accept $b=1$ )
	A	0.106	1.026	$2.0 \times 10^{-2}$	1.25	51	1.301 (Accept $b=1$ )
(4)	G	0.338	1.037	$2.1 \times 10^{-2}$	1.16	49	1.743 (Accept $b=1$ )
	A	0.380	0.892	$1.0 \times 10^{-2}$	0.65	86	10.466
(5)	G	-0.089	1.064	$2.2 \times 10^{-2}$	1.22	48	2.865
	A	-0.467	0.982	$1.7 \times 10^{-2}$	1.08	57	1.046 (Accept $b=1$ )
(6)	G	0.541	0.979	$2.0 \times 10^{-2}$	1.10	49	1.050 (Accept $b=1$ )
	A	-0.021	0.918	$1.4 \times 10^{-2}$	0.89	65	5.808

\* All results in this column are significant at levels below 1%

' G=Green

" A=Amber

## Regular Service

From The Principal Brazilian Ports to:  
NEW YORK NEW ORLEANS



# Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK  
17 Battery Place

NEW ORLEANS  
Queen & Crescent Bldg.

## Father-Son-Grandson



In 1902 we started our business by representing a few importers who brought goods (primarily coffee) into the United States through the Port of New Orleans. Throughout the years our operations have expanded to other commodities and in other directions — exports as well as imports.

Management has been handed down from father to son — and now grandson is doing his share. Our services and the staffs necessary to their proper handling have expanded and we have acquired quite a "family" of satisfied customers . . . with implicit faith in our capabilities and responsibility.

We have the facilities to increase this family — and should like to include your business.

**S. JACKSON & SON, Inc.**

Shipping Representatives Since 1902

P. O. Box 137, New Orleans 3, La.

Every needed facility—plus common sense!

## coffee men try new ad tactics

(Continued from page 18)

**Maxwell House:** Ogilvy, Benson & Mather created a new television campaign for Maxwell House vacuum-packed coffee which was introduced last August. The new campaign, which concentrates upon the sounds, smell and taste of percolated Maxwell House, is now in spot TV in 90 markets across the nation. Maxwell House also sponsors Zane Grey Theater on CBS-TV.

Despite the current show of exuberance by the roasters, most appear to be still wary of the consumer, and not all are sold on the whimsical or even the quality approach. Stewart's Private Blend Coffee Co. of Chicago has not followed the trend, and Luzianne, the biggest selling coffee

## Kissin's getting better . . .

. . . There's word from Paris on a new lipstick called Cafe au Lait. This, believe it or not, tastes like coffee and milk. Rounding this out is a companion lipstick called Cafe Noir—exclusively for after dinner.

in the South, has not stopped plugging the idea of its chicory additive.


No one can be sure what effect the new campaigns will have upon the coffee market. Actually the roasters themselves are not even certain where or how they stand today in regional markets.

Reprinted from Printer's Ink, February 5, 1960. Copyright 1960 by Printer's Ink Publishing Corp., 635 Madison Ave., New York 22, N. Y.



Nescafé's newest point-of-purchase advertising display makes good use of familiar 43-bean theme, wraps things up with imprinted bur-lap bag showing countries of origin of coffees used in product.





*Importers  
to the Tea Trade  
since 1846*

— • —

**Carter, Macy Company, Inc.**

**37-41 Old Slip, New York 5, N. Y.**

MEMBER: TEA ASSOCIATION OF U.S.A.

## BOCA RATON — 1960

coffee totalled 22,100,000 bags. Last year—ten years later and despite a phenomenal increase of 29 million in our total population—we imported only an estimated 23,243,000. This means that while our population jumped by 19 percent, our coffee imports inched up only five percent. In 1949 per capita consumption was 18.2 pounds. Last year, it was 16.3—nearly two pounds down from where it was ten years ago. The hard truth is that, for this industry, there is no real advance except an advance in per capita use of coffee.

But it is not the lagging consumption rate alone which causes us to look ahead with some misgiving. For while our per capita use rate has failed to catch up with ten-year-ago levels, production is running wild. The I.B.C. itself is estimating Brazil's 1959-60 crop at a staggering 35 million bags. This new crop from one producing country alone could take care of 85 percent of world consumption. And by July of 1960, Brazil is expected to have a surplus carryover equal to total world consumption!

Here are some other contrasts which underscore the present situation of sluggishly-rising consumption and almost unbridled production. Ten years ago, the African producers' exportable production totalled only 4,170,000 bags. Estimates for 1959-60 more than double this crop—10,216,000 bags. And the exportable production of Asia and Oceania has tripled in size during the same period!

We have talked much in the past about where coffee's principal troubles lie—whether in overproduction or in underconsumption. It is now all too apparent that our problem has become a Herculean task. Confronting us now are both overproduction and underconsumption.

Now, let us turn to another phase of the coffee industry—its role in international trade.

During our convention in January of 1958, there was spelled out what has proved to be one of the most important policy decisions of this Association. The policy was expressed in a resolution adopted by the Board of Directors, and it first cited the Association's recognition

of the dangers to the coffee industry and the American way of life which could result if anticipated coffee surpluses caused a breakdown of the producing nations' coffee economies. The resolution concluded with a directive to the officers of the Association to work with the U.S. government and the governments of producing nations in studying the problem and seeking sound solutions.

Shortly after that resolution was adopted by the Board, the Association's Foreign Affairs Committee was appointed to serve in an advisory capacity to our State Department in the international Coffee Study Group. Since the day of its formation, members of this Committee have maintained continuous contact with officials of the State Department by personal visits, by correspondence, and by telephone. We have been officially advised by the Department that it looks to this National Coffee Association Committee for advice as to the coffee industry's views on problems affecting foreign relations in areas where coffee is an important factor.

There is no need for me to remind this audience of the reasons why it is altogether strategic for the coffee industry of the United States to maintain close liaison not only with Washington but also with the governments of the producing countries.

Coffee is now this country's most valuable imported commodity. Moreover, in the whole vast field of world trade, coffee ranks second only to petroleum. The United States is the world's largest customer for coffee. And coffee comes principally from Latin America and from Africa.

When we consider these related circumstances, and when we consider further that both our principal sources of coffee are areas of the world which are in either political or economic ferment, then we can readily discern why the United States industry must not and cannot be apathetic to the welfare of the people of those other continents.

In the republics of Latin America, there are ten million more people than there are in the United States. On the continent of Africa, there are fifty million more. These people and their leaders, for the most part, are well disposed toward democracy and our way of economic and political life. With the world apparently dividing itself into two camps, there are moral as well as other imperatives which impel, if not persuade us, to offer our help to these people.

It is not unreasonable to say that coffee in this cold war era could affect the balance of power in the producing areas of Latin America and Africa. Coffee is one of the most important commodities in the free world. It affects the balance of payment and the trade of most of the nations of Latin America, many of the nations of Africa, as well as the United Kingdom, Portugal, France and Belgium in Europe.

It is for our government to decide how much and in what form these republics of Latin America and the emerging sovereign states of Africa will be given material assistance. And we must leave to American industry the decision as to where and to what extent it will help to elevate the standard of living of these people



"I HEAR THE COFFEE HERE IS TERRIBLE."

and bolster their economies with private investment. But wherever these nations are plagued with problems which involve their export commodities, there should the importers and processors of this country volunteer their counsel and their influence. I think that the National Coffee Association can be justly proud of the service which its Foreign Affairs Committee has rendered not only to the governments of the producing nations but to our own State Department as well, through the Coffee Study Group.

One of the principal results of the work of the Study Group is the International Coffee Agreement. We think that the majority of U.S. coffee businessmen will acknowledge that the Agreement, while certainly not a panacea, has had a salutary effect on the world coffee situation. For this reason, we must commend the producing nations of both Latin America and Africa for the manner in which they have negotiated and managed their Agreement. It has given a measure of at least temporary stability to the market.

Despite the appreciable success of the International Coffee pact, the problem of heavy surpluses is still a formidable part not only of what's here and now, but also of what's ahead for coffee. In fact, as we remarked earlier, the weight of this excess coffee will be worse before it's better. This is not being pessimistic—but realistic.

Excessive surpluses encourage consignments. Therefore, it is hoped that the producing nations will heed this Association's concern with practices that hinder the free flow of exports. A European coffee economist, recently wrote that there are no figures published to show the extent of sales by government entities, direct or indirect.



Conversations were easily started at 1960 convention as old friends met. Evening meeting found Manuel Bramao, Mrs. Bramao, J. R. S. Hafers, and Mrs. Hafers, with something worth laughing about.

However, he states that private estimates indicate such business amounted to 1½ million bags in 1957 and to 2½ million bags in 1958. In 1959, it is estimated to total six million bags.

This Association has traditionally endorsed the principle of "free enterprise." Unless men of good will support this principle, we may find that the phrase "free enterprise" is becoming a fond memory rather than a living fact.

Last year, during these meetings, we stressed that it was Time for Teamwork—the kind of teamwork which could muster the energies of all sectors of the coffee industry in a concentrated effort to do something practical about surpluses. Certainly, the International Coffee Agreement can be cited as a good example of Teamwork. Part of that Agreement involves export quotas of ample

(Continued on page 26)

**TETLEY TEA**  
is specially made  
for tea bags

Blenders  
of the World's  
Finest Teas for  
Over 100 Years



**TETLEY TEA CO., Inc., New York**  
MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA  
JOSEPH TETLEY & CO., Ltd. London

## BOCA RATON — 1960

and sufficient coffee to meet the world's requirements. That part seems to be working out well. The Agreement also includes a campaign to open new markets for coffee and to increase promotional efforts. These, too, are very worthwhile objectives. But it is also to be hoped that positive action will be taken—and taken soon—to assure that future supplies of coffee will be in closer balance with future consumption requirements.

It may seem ironic that, while keynoting the theme "Coffee Looks Ahead," I have taken many a backward glance during this talk. Yet I am sure you will agree that the pattern of past events—and especially their causes and effects—are useful for anticipating the future.

But what is ahead for our industry? What lies ahead for us in a decade which is already being touted as one of exploding populations, untold economic betterment, greater luxuries, and easier living?

If the last ten years can be used as a barometer for the next ten years, then we must be concerned about the possibility of continuing coffee surpluses and a provincial approach to an economic problem which could materially affect our way of life. Based upon what has happened since 1950, we must be ready to encounter and combat tremendously-increased competition from other beverages. And if the trend in per capita consumption of coffee continues to lag as it has been doing, it will take us at least eight years to get it back up where it was ten years ago. In other words, it will be 1968 before we equal our position of 1950!

And so I believe that as Coffee Looks Ahead there is room both for optimism and for intelligent caution. I think that we all know what needs to be done to make the next decade the best decade in coffee's history. But, as I see it, the more caution we exercise, the more hard-headed realism we employ in plotting our future business course—the more optimism we'll have a **right** to feel about the next decade.

■ ■

A. E. LARKIN, JR., manager of General Food's Maxwell House division, discusses the challenge of "the soaring sixties" . . . Today as I speak to you at this convention, we can expect that the big changes, the exciting changes that will affect our work and our lives will take place in the areas of people and products. When you get a population explosion such as the one that we're facing right now, there's no doubt that the grocery industry is going to profit enormously by it. However, with the prospect of millions of new mouths to feed staring at us we must be prepared . . . we must be geared to meet the demand. We have seen that this increase is not going to be over-all—that certain age segments will be growing faster than others.

Teenagers, and young people in their twenties. These are the young moderns—working—playing—dancing—the most active and the hungriest age bracket. Here is an age bracket in a hurry—an age bracket of millions of young people who make up a natural market for con-

venience food products. This is an opportunity that we cannot afford to ignore.

Couple to this the fact that the labor force will be growing by at least 50% and that a good part of this increase will be attributed to the influx of women into the working class, and you see that this particular market for convenience foods . . . grows even bigger.

Though there was a 100% increase in the number of items on the shelf between the years 1946 and 1959, it is expected that there will be almost 10,000 items on the shelf by the late Sixties. A significant part of this increase can be attributed to the growth of non-food items. They already account for 15% of the shelf space in today's average store. Let's keep in mind that an indisputable fact of survival is that, as the number of items on the shelves grow, so we must keep in our introduction of new products.

There'll be an increasing amount of competition for the time and attention of the consumer as advertising pressures increase. Every one of our advertising dollars is going to have to sell better and harder. We all face

---

### ushering in the "jet age" . . .

Merrill, Lynch, Pierce, Fenner and Smith, in their weekly coffee news-letter, indicate that there are more uses for coffee than are generally known about in trade circles. As an example, they report that Brazil is swapping 8.7 million dollars worth of coffee to 650 East German road building machines. A similar deal has gone through with France for 30 jet planes.

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the prospect of having to create new campaigns designed to fit into the framework of new advertising techniques.

Along with bigger and better advertising we face the challenge of creating bigger and better promotions. Promotions with fresh, different approaches.

And packaging: ever-increasing competition for shelf space will demand new designs, new shapes, new sizes. The problem of getting the consumer to recognize our brands on the shelf will demand package design that attracts and sells, and offers even more convenience in addition to being practical. Perhaps the greatest challenge of the Grocery Industry during the Sixties will be in the area of distribution. There's no doubt that larger grocery organizations are being and will continue to be established, be they corporate chains, voluntary groups or cooperative groups.

The future can be easily predicted by a study of the past. We face the heartening prospect of looking ahead to bigger and better years in food store sales. This food sales increase has been steady right down through the years, almost doubling between 1947, and 1958, and it's estimated that it will almost double again during the "Soaring Sixties!" The "Soaring Sixties" holds tremendous promise for all of us.



# THERE'LL NEVER BE AN ENCORE!



This package of deceptive size and meagre contents cannot command consumer acceptance.

Similarly, encores for tea cannot be achieved should tea bag paper fail to produce full measure. Through recognition of this we rigidly control the manufacture of our tea bag paper to promptly produce **full brew strength and true tea flavor**—all that the tea within the bag is able to yield.

*Ask Aldine...*

**ALDINE PAPER COMPANY, INC.**

*Distributor*

535 FIFTH AVE., N. Y. 17, NEW YORK

MARCH, 1960



**C. H. DEXTER & SONS, INC.**

*Manufacturer*

WINDSOR LOCKS, CONN.



Flanked by traders at the N. Y. Coffee and Tea Exchange, representatives of the exchange and four African producing districts officially opened trading in African coffee on February 29. They are (l. to r.): A. L. Ransahoff, president of the exchange; E. C. Harman, representing Uganda; Ramon Colard, for the Belgian Congo; Pierre Massin, Ivory Coast and Madagascar, and Leon Israel, Jr., member of the exchange's board of managers.

## African coffee joins its Latin counterpart on N. Y. Coffee and Sugar Exchange

With special ceremonies attended by official representatives of several African countries, the New York Coffee and Sugar Exchange, Inc., officially opened trading in African coffee on February 29.

The new contract, designated Coffee Contract "R" (for Robusta) takes its place beside the Exchange's two existing contracts "B" for Brazilian and "M" for Colombia's mild coffee. Most other Latin American coffees may be traded under the "M" contract.

The African contract covers a variety of grades from Angola, Uganda, Belgian Congo, Ivory Coast and Madagascar, with Angola designated as the base grade. It calls for delivery of 33,000 pounds of coffee in each trade, midway between the "B" contract's 32,500 pounds and the "M" 's 37,500.

The "R" contract may not be as active as the two Latin-American ones at first, because less African coffee is imported by the United States. Some 40 per cent comes from Brazil and a like amount from Colombia and other producing nations in this hemisphere. Africa supplies less than 20 per cent of the coffee used in this country.

During the first nine months of 1959, 2,350,000 bags of African coffee were imported by the United States, about 1 per cent of all United States imports. However, supplies from Africa usually increase in the final quarter of the year. During the first three quarters of the year, 8,116,000 bags, or 46 per cent of the imports come from Brazil, 3,754,000 bags, or 21 per cent, from Colombia and 3,451,000 or 19 per cent, from other Latin-American countries.

The reason that the African grade contract was introduced is that imports of African grades have been increasing since World War II. Last year 15 per cent of our coffee came from Africa. In 1954, only a small percentage came from Africa and ten years ago, in 1949,

only 1 per cent was imported from that continent.

The rise in imports of African coffee parallels the increased consumption of instant, or soluble, coffee. Most of the African types imported are used in soluble coffee. This year about 22 per cent of the green coffee imported will be used for soluble coffee. In 1958, 17.2 per cent went into solubles, in 1954 the percentage was 11.7 and in 1949 it was negligible and statistics were not kept.

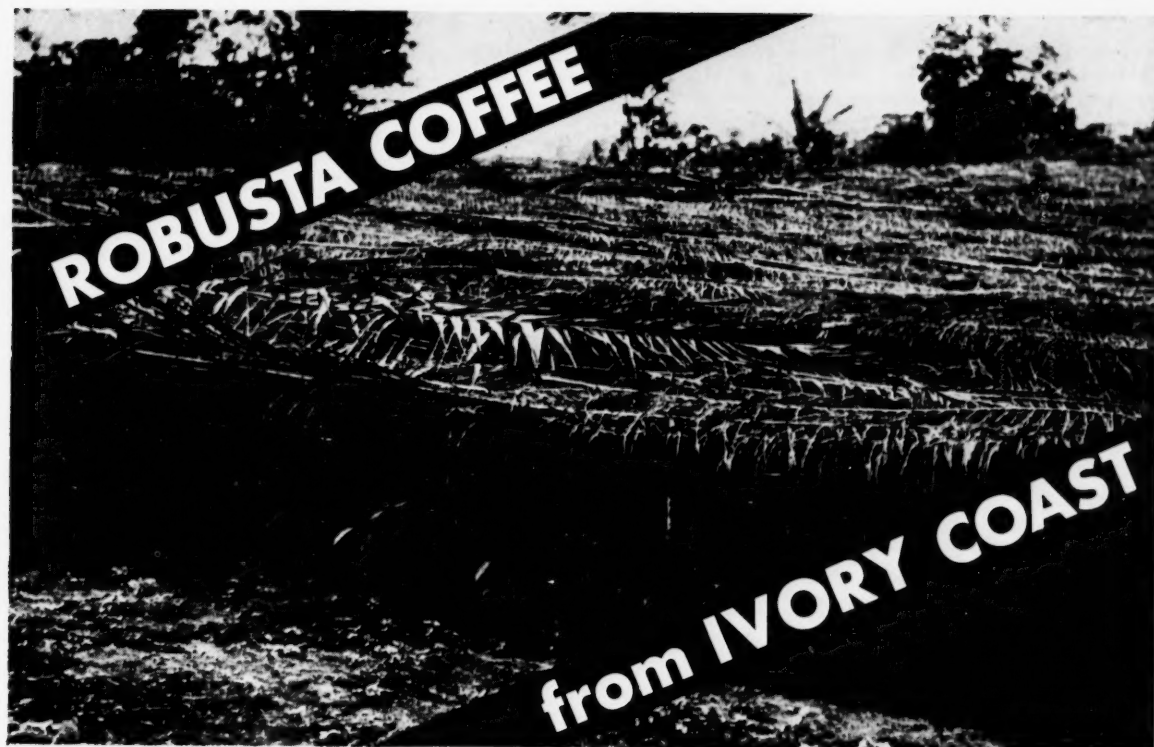
African grades usually sell well below those from Brazil and Colombia. The average price of manizales, one of the basic Colombian grades, was 52.34 cents a pound last year. The average price of Santos No. 4, the basic Brazilian grade was 48.9 cents. The average price of Ambriz, the basic grade from Angols, was 40.25 cents a pound last year.

The increased interest in African coffee induced the members of the exchange to create a market for trading in that type of coffee beans. Until recently, only Santos grades of coffee were traded. As other types of Brazilian coffee and supplies from Colombia and other Latin American countries began to enter this country in quantity, the contracts on the New York Coffee and Sugar Exchange were changed. The B and M contracts, covering almost all coffee grown in this hemisphere, were introduced on May 2, 1955.

During the first six months, the M contract was not very active and the volume in the B contract was more than double that of the M. Now the M contract, while not quite as active as the B, frequently registers a higher volume for a day than the B. The new R contract probably will be traded lightly for several months but may eventually grow into an active contract.

During the past year, trading in coffee on the New York Coffee and Sugar Exchange continued at a steady pace, with a volume of 10,894,500 bags traded during the

(Continued on page 37)



A typical nursery in the interior



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NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE

one man's gold cup

(Continued from page 14)

Question. How did you hear about the contest?

Answer. I read about it and it hit a responsive chord. Actually the article was little more than an announcement of the fact that there was such a contest and that it was being conducted by the Coffee Brewing Institute. I got in touch with my coffee supplier and together we got the low-down on the rules and how it all worked. It was so beautifully simple. All I had to do was write for a kit and when I got it follow directions that certainly were not too complicated. It meant filling out a data sheet giving pertinent information about our urns, about the type of grind we were using, about our formula, about water temperature and other particulars of our brewing practice.

Question. You had to send in samples of the brew too, didn't you?

Answer. Yes, I was coming to that. We drew off samples from every urn at every shift, packed them in a mailing container, sent them off and sat back to wait for the trophy to arrive.

Question. And?

Answer. Well, we were a little too optimistic. We missed on the first try.

Question. Did it occur to you that you might?

Answer. Frankly, no. The reason we entered the contest in the first place was that we were convinced we were buying a fine coffee and serving a top grade beverage.

Question. Didn't that get your dander up?

Answer. Yes and no. I'll admit I was disappointed but instead of chucking the whole business I determined to find out just why we missed, and since this was not a one shot deal, I sent for more sample bottles and studied the chart and recommendations that the Institute people had sent me. The quality of our first brew samples was plotted on the chart I just mentioned. We missed the ideal range and our job was to get on target.

Question. How did you make out on the rebound?

Answer. We did all right, but it took some doing. The coffee man and I went to work. We brewed coffee, we experimented with different grinds, we varied the temperature, we varied the formula, and—

Question. But how could you tell whether you were even coming close?

Answer. My coffee supplier had gotten a hydrometer from

(Continued on page 32)

### **American Spice Trade Association meet scheduled for Shawnee-on-Delaware**

The American Spice Trade Association is currently grooming for its annual meeting and convention to be held May 22-25, at Shawnee-on-Delaware, Shawnee, Pennsylvania.

Full details on transportation to the area, one of the choicest spots in the northeast for convention goers, are available from The American Spice Trade Association, 82 Wall St., New York 5, N. Y.



# "ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

## TABLE OF CONTENTS

### Introduction

Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control of coffee diseases

Selection of coffee types resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

**Coffee and Tea Industries suggests that orders for "Advances in Coffee Production Technology" be placed immediately. No plans have been made for a second printing of this publication and only a limited number of copies are on hand.**



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Attached find \$..... for ..... copies of "Advances in Coffee Production Technology" at the special price of \$2.50 each.

Name .....

Address .....

### **one man's gold cup**

*(Continued from page 30)*

the Institute for on the spot testing. Finally we recalibrated the urn. That did it. We were in, and off went the samples to New York.

Question. What did you find?

Answer. That we didn't have the water ratio we thought we had. Reason—the watermark on the gauge glass was off, which all goes to show that you can't take anything for granted. You've got to check everything, particularly measurement. I learned the hard way.

Question. Do you think it was really worth all of the effort and trouble?

Answer. The best answer to that is what it's done for our coffee business.

I doubt that anyone would ask for more than a 100 per cent increase. As a matter of fact, I think most operators would be pretty well satisfied if it boosted their coffee receipts even ten per cent. But forgetting the hard cash angle for a minute, let's talk about intangibles. That would include your customer reaction, which has really been terrific. The word of mouth advertising of our patrons has done a lot for us. Zinn's is known throughout these parts not only for its fine food but for its wonderful coffee, and you can't beat that kind of reputation. Question. And the customers did all this without prodding?

Answer. Look, you can prod your customers to do anything provided you give them something that is really exceptional. That's what we've done. I don't think we've missed a bet in letting them know that we've really been going all out to give them something very special. That's what promotion is.

Question. What about these promotion efforts. How did you start?

Answer. We started right out by letting our patrons know of the real care and consideration we had for their coffee tastes. We did this by using Golden Cup table tents which we got from the Institute. But, with us, it has been more than a matter of distributing table tents and fixing up novel displays, important as they are.

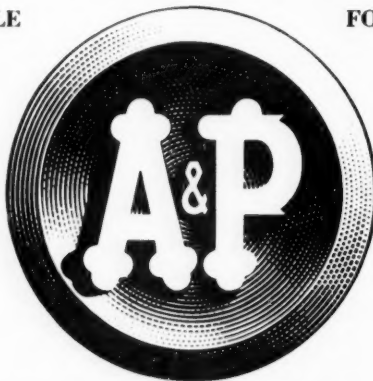
Question. What do you mean?

Answer. Just this; for a promotion program to be really effective the whole house has to be in on it—your waitresses, your bus boys, your kitchen help, your cashier. Basically they are really the ones who can plug it most effectively, but before they can they must know what it's all about. That's why we've taught everyone in the place how to make coffee according to Golden Cup standards. We've not only taught them but we've posted reminders at the coffee making area in the form of directions and underlined the fact that this is the only way it's to be done. As for myself, I'll tell you one thing; by entering this contest I've learned more about coffee, coffee urns and brewing procedures, than I thought possible. Cup or

## **THE GREAT ATLANTIC & PACIFIC TEA CO., INC.**

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**FOOD MERCHANT SINCE 1859**



**IMPORTERS, ROASTERS, RETAILERS OF FINE COFFEE**

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**BRAZIL AND COLOMBIA**

**BY THE**

**AMERICAN COFFEE CORPORATION**

no cup it's been worth every cent and all the time.

Question. How has the help reacted to all this? Anyone who prepares food or beverages is supposed to be notoriously temperamental.

Answer. Well, in our case that's a misconception. On the contrary, everyone has gotten steamed up about the idea and they're proud of the fact that Zinn's serves such outstanding coffee. It's done a lot for morale. The girls don't simply ask patrons if they want coffee, they ask them if they want a Golden Cup of coffee and, Mister, that's selling right where selling should be done.

Question. What about the balance of your promotion program—displays and so forth?

Answer. We've really tried to wrap the whole package up as neatly as possible. In-store we've gone in heavily for the visual. The girls take care of the oral. By visual I mean novelties that will attract and hold the interest of the patron. Take our place mats, for example, which attractively illustrate a series of facts about coffee, they not only are conversation pieces but sure-fire motivators. They're the first thing people see when they sit down and what do you suppose they are going to order to drink? You guessed it. See that display over there?

Question. You mean the trophy?

Answer. Yes. Right after it arrived my coffee supplier came over with that set of apothecary scales and helped me set it up. To keep interest at a high pitch we vary these displays and promotion ideas from time to time. Next week we'll probably feature the continuous pouring coffee pot. That never fails to attract attention. Later we may repeat the coffee bean guessing game.

Question. How does it work?

Answer. We fill an apothecary jar full of coffee beans and put it on the cashier's counter with an appropriate sign. The customer who comes closest to guessing the number of beans in the jar receives a prize. In time we'll give our Dutch Coffee dude manniken the center of the stage. The point is we believe in the old adage that variety is the spice of life. It keeps things perking.

Question. Well, outside of the restaurant, what have you done to publicize and promote?

Answer. We've bought space in one of the local papers and had spot announcements over one of the local radio stations. But I still think our best promoters are our customers. We even have one man who drives ten miles out of his way to get a cup of our coffee, and that's not just promotion talk.

Question. You really believe in this thing, don't you?

Answer. Wouldn't you with a 100 per cent sales increase in an item as universally popular as coffee, with the customer satisfaction it has brought about and the enthusiasm it has stirred up in our own employees. We'd be crazy not to believe in it. We're all for it.

■ ■

## New Colombian ambassador for U. S.

Carlos Sanz de Santamaria, Colombia's ambassador to Brazil since September, 1958, has been officially confirmed as Colombia's new ambassador to the United States.

MARCH 1960



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**Coffee Exporters**  
LIMA, PERU

## measurement of color in coffee

(Continued from page 21)

in a report on comparative performances of several spectrophotometers and tristimulus photoelectric colorimeters in measuring color of heavy matt surface art papers (\*). Here, the C.I.E. tristimulus values and trichromatic coefficients were calculated from the reflectance data obtained from the various instruments, and major discrepancies were found, far exceeding the sensitivity of the normal eye. These discrepancies were noted even when spectrophotometers of the same make were compared. While the precision of individual instrument varied, in no case did discrepancies between duplicate analyses by one instrument approach the magnitude of the discrepancies between any two instruments. Interestingly enough, when the results from one spectrophotometer were arbitrarily selected as having been determined "without error," and the  $x$ ,  $y$ , and  $Y$  values determined by measurement with the other instruments were plotted as functions of the  $x$ ,  $y$ , and  $Y$  values of the reference spectrophotometer, linear relations were demonstrated. Application of "student"  $t$ -test showed a significance beyond the 1% level in all cases. In most instances, the slopes deviated significantly from 1.0 and the intercepts from 0.0. By establishing such regression lines, a method for correcting each function became available and results could then be reported in terms of a standard instrument.

Thus, standardization of a method for measuring reflectance must include instrument calibration if the results are to be referred to specifications established for the entire industry, with an arbitrary selection of an instrument as the "standard." A series of samples covering a range in reflectance values wide enough to include all possible commercial roasts is measured on the "standard" instrument. The results from any other instrument on the same series of samples can then be compared with those of the "standard," and by regression analyses, coefficients can be calculated which will make possible the conversion of raw data to a common basis. A preliminary investigation designed to test this proposal has been completed. The approach, methodology and results are discussed in this report.

Arrangements for the preparation of a series of coffee samples were made at the instance of the Coffee Brewing Institute. Seven types of beans were roasted and aliquots of each were removed from the roaster at temperature intervals of 25°F. from 300-400°F. during the roasting cycle. (There was no sample of Santos at 400°F.). In addition, samples of green beans and of the "finished" roasts were also supplied. The "finished" temperatures for the seven types were as follows: Santos—402°F., Maracaibo—419°F., Medellin-Armenia—421°F., Colombian (past crop)—430°F., Bucaramanga (old crop)—431°F., Peruvian—413°F., and Central American—407°F. Thus, 48 samples were available for the study. Each sample was ground in the Hobart grinder to the finest possible grind for a given sample. It is not possible to grind green beans or the beans roasted at the lower temperatures as finely as those roasted at higher temperatures because the former are less friable.

Aliquots of each ground sample were placed in small glass jars, and sets of the 48 samples were sent to com-

(Continued on page 36)

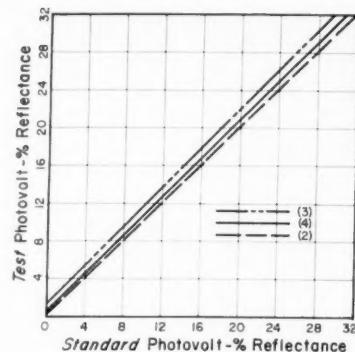


Fig. 1A

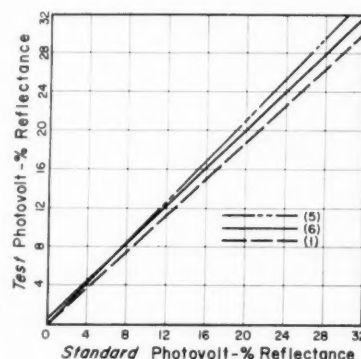


Fig. 1B

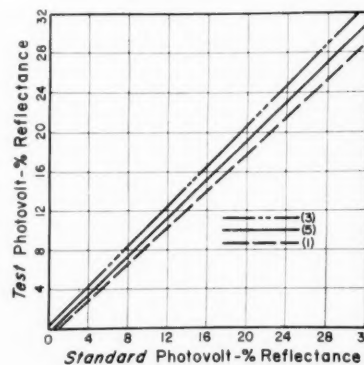


Fig. 2A

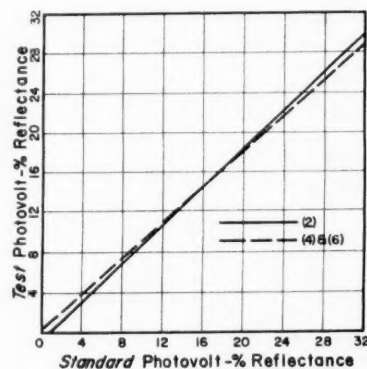
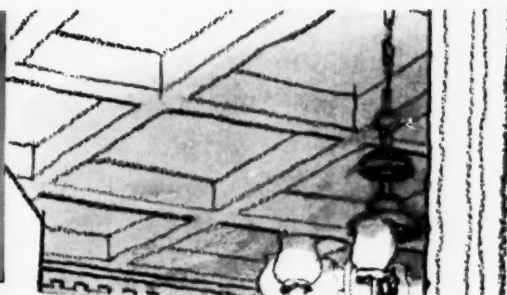


Fig. 2B

As explained in the accompanying text the charts show experimentally determined straight lines for correction of reflectance readings in terms of a standard photovolt. Figures 1A and 1B are for green reflectance readings; 2A and 2B for red reflectance readings.



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taking the plan  
for granted"**



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MARCH, 1960

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#### measurement of color in coffee

(Continued from page 34)

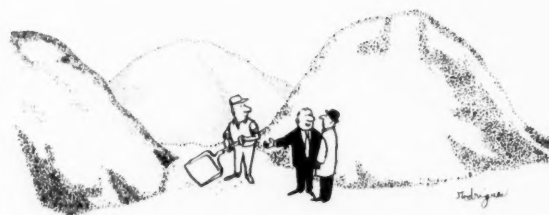
mercial roasting plants throughout the country. Instructions for measuring the reflectance characteristics of the samples using the Photovolt Reflectance Meter and work sheets were sent with the sets. The author's results served as the reference measurements. Altogether, five commercial coffee manufacturers and the Coffee Brewing Institute submitted results for comparison with the reference set. The data were analyzed by statistical techniques. Linearity was demonstrated in each case for both the red (amber filter) and green (green filter) reflectance measurements, and results of the regression analyses are summarized in Table I.

In one-half of the cases, the slope does not deviate significantly from 1.0 although the intercept correction must be applied. In the remainder, both corrections must be applied to bring the results within the range of readings of the reference instrument.

The straight line functions plotted in Figure I, A and B, and 2, A and B were constructed from the estimated slopes (b) and intercepts (a) summarized in Table 1 according to the equation  $Y=a+bX$ . The numbers on the Figures refer to collaborators. In this way, the tool for interpreting raw data in terms of a "standard" instrument becomes available.

This is a preliminary study designed to test the hypothesis that results from one instrument may be corrected in terms of those from a "standard" instrument by the experimental estimation of regression coefficients, and the evidence shows that this should indeed be possible. If this method were to be applied throughout the industry, the sensitivity and precision of the technique would be increased by limiting samples to the range of reflectance values encountered in commercial practice. The samples with high reflectance values included in this study are unrealistic from a commercial point of view. Furthermore, it may be found advisable to employ a series of standard plaques with reflectance characteristic similar to the various commercial roasts for instrument calibrations. As the spectral reflectance curves of the plaques would be determined spectrophotometrically, the "standard" instrument would thus be the spectrophotometer.

The forgoing indicates how a precise and objective method of describing the color of commercial roasts can be developed in numerical terms which will carry industry-wide meaning.



"THIS IS FERGUS, WE CONSIDER HIM ONE  
OF THE BEST BLENDERS IN THE BUSINESS."

COFFEE & TEA INDUSTRIES and The Flavor Field

## **african coffee joins its latin counterpart**

(Continued from page 28)

first 11 months of 1959, compared with 11,117,250 in the same period a year previous.

For 1960 some improvement in volume can be expected, due in part to institution of trading in the new African contract.

From the price standpoint, the first part of 1959 saw prices work lower, because of plentiful supply and overproduction. However, prices have held relatively firm during the past six months and the outlook is for continued steadiness in the year to come.

During the past year, the price of the basic Brazilian grade, Santos 4, ranged from a high of 42 cents a pound to a low of 34 cents, and is currently hovering in the range of 35 to 36 cents.

During May of 1959, the Exchange experienced the busiest month in its history in the grading and classification of coffee, with 387,164 bags handled.

## **Hills Brother's names new officers**

Hills Brother's Coffee, Inc., has announced election by its board of directors of Reuben W. Hills, III, as president. H. G. Hills, Jr., was elected executive vice president, and Austin E. Hills, became a new member of the board.

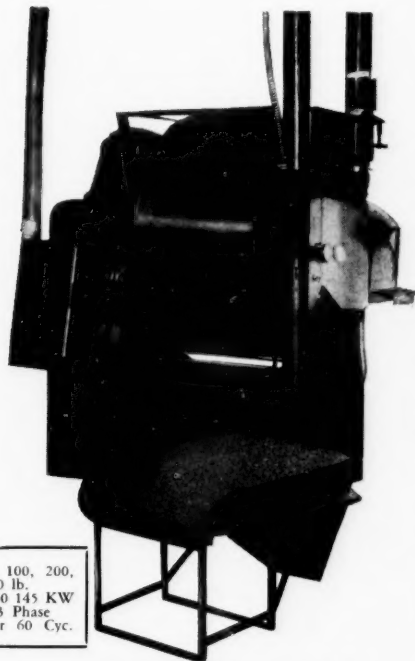
Reuben Hills, III, has served in various capacities in the corporation, as a director, and as a vice president until the time of the latest appointment. In addition to his corporate title he is also president of the Pacific Coast Coffee Association and a director of the National Coffee Association.

## **Increase in coffee promotions**

According to **Supermarket News** observers in the trade have noted an increasing number of promotions as the race for the consumer's coffee dollar becomes more intense. Manufacturers are using more and more television time to push national brands, it reports, and there is increasing use of newspaper advertising to promote private labels on a regional basis, with coffee currently being used as a loss leader in a number of areas.

## **Lipton names top research executives**

Dr. Roy E. Morse, formerly chairman of the food science department of Rutgers University, New Brunswick, N. J., and Mr. Edward Seltzer, chief research engineer of the company, have been named assistant directors of research. Both Morse, who at one time held an important research post with Hill's Brothers, and Seltzer, will report to Dr. Arthur J. Harriman, the firm's director of research.



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*Good Coffee Deserves Good Brewing*



## Professor Langley, of aerodynamics fame, also sought the good cup of coffee

By JOSEPH H. WESTON



How to get a cup of really good coffee—a problem that has beset millions of people both before his time and after it—was of such importance to Dr. Samuel P. Langley, one of the world's great aeronautical pioneers, that he made it a point of official study while he was secretary of the Smithsonian Institute, in the last decade of the Nineteenth Century.

From appearances of the records, it would seem that coffee-making was a widely mis-practiced art in the 1880's and 1890's, and that scientists at Smithsonian were being quietly nudged to take their eyes and thoughts off the stars long enough to help find some means of lifting the roasting and brewing of the berries out of the doldrums of the kitchen home-industry level. Personal and scientific papers of Joseph Henry, appointed secretary of the Smithsonian Institute when it was first organized in 1846, also seem to indicate a preoccupation with this same problem of beverage brewing, nearly half a century, in turn, before Langley's efforts on the subject were recorded.

At the beginning of the present century, Langley, then 65, while on one of his several trips to Europe, encountered the famous coffee of Carlsbad, in Germany.

Upon returning to his office at the Smithsonian, he dictated a formal report.

"The best coffee in Carlsbad is at the Potshof, and is as good as I know of anywhere. I have been looking into the kitchen this morning and seeing it prepared. The statement that figs or anything of the kind are employed is legendary. There is absolutely nothing but coffee, and it owes its superior excellence to the freshness and the pains taken in its making.

"The coffee in the berry. There are four kinds of coffee bean employed: the Menado, Ceylon, Java and Preanger. I do not know the English equivalents for the first and last. They are of very different sizes indeed, and this difference in size of the berry must make it difficult to burn them equally.

"Roasting. The roasting is done in a rotary wire mesh over a slow fire. The coffee is renewed three times daily. Each time 10 to 20 pounds of coffee is roasted, a girl turn-

ing the handle, and the process occupying in each case nearly an hour. In spite of this care, when the beans come out some are very dark and these are picked out.

"Grinding. The coffee is then ground to a very uniform fineness, something between the head of a small pin and a coarse sand. It is in no ways ground into a snuff-like powder, but is always clearly perceptible as particles between the fingers. The color of the ground coffee is a light chestnut.

"Mixing with water. Somewhat over one-quarter of a pound of the ground coffee is measured in a tin and this is emptied into a tin pail (capable of) holding, I should suppose, four to six gallons. Into this is poured actually boiling, soft water, enough to make 10 portions of the coffee. This softness is considered so important, that if the water be at all hard, a little soda is first added to soften it. The coffee and water are then well stirred with a spoon, and the lid put on and allowed to remain two minutes, when it is poured onto a thick straining cloth placed in a tin vessel with large holes at the bottom through which it drains into a white stone pitcher, which is itself set in boiling water. From this pitcher it is poured into the little ones in which it is served on the table.

"Serving. The amount of coffee and water just described will, as I have said, make 10 portions, each of which will be, with the addition of milk, two of the little cups here, or hardly one good breakfast cup as we have it at home. It is served ordinarily with milk which has been boiled, and with a little whipped cream on top.

"Comment. The one criticism I can make is that the coffee with the above proportion of water, is served too diluted for a café au lait. It would be better made half as strong again and diluted more with hot milk."

Dr. Langley died in 1906, just a few years too soon to see the amazing things men were to do in flying in heavier-than-air machines. And in another of his quests, his seeking for a really good cup of coffee, he passed from the scene half-a-century too soon to be able to appreciate the high stage to which the arts of roasting and brewing of coffee have been developed today, in this year of 1960.

## **National Coffee Association protests package marking bill**

The National Coffee Association has strongly protested the terms of House of Representatives Bill 5054 relating to package marking. This bill, as passed by the House, requires that when an imported article is removed from the original container and re-packaged, new packaging must show the country of origin.

John McKiernan, president of the NCA, in discussions with Congressman Herlong, author of the bill, has been advised that exemptions will be made for certain articles under the provisions of the Tariff Act of 1930. Thus products such as coffee, heretofore exempt, seemingly would remain exempt.

The packaging marking bill, as passed, now goes before the Senate Finance Committee for public hearing, at which time McKiernan will appear and register industry objections to the bill and its provisions as they might apply to the coffee trade. These, understandably, will center on the difficulty of complying with such regulations, should they become law, because of the many countries of coffee origin, and the possibility of changes in the sources of supply.

## **Instant Yuban launched in northeast**

Introduction of Instant Yuban coffee in the northeastern states has been announced. Marketing follows fifteen

months of successful testing by the General Foods Corporation. Advertising theme for the product, soon to be introduced in newspapers and on TV, will stress that Instant Yuban is the "world's richest coffee", a blend of Colombian and Central American varieties. The product will be available in both two-ounce and six-ounce jars.

## **New export promotion council for Indian spices**

Shri. K. I. Thomas, deputy chief controller of imports and exports, and vice chairman of the Cashew and Pepper Export Promotion Council, has announced formation of a new promotional council. Thomas, indicated that it has been decided by the Government of India to constitute an Export Promotion Council for Spices, including pepper. The new unit will start functioning shortly.

## **Britons inch up on coffee**

Word from the British Isles points out that natives, once famous for their tea drinking propensities, are using more coffee. The British Commonwealth Economic Committee reports that tea consumption last year was 9.7 pounds per capita compared with 9.9 pounds in 1958.

Meanwhile, coffee consumption was moving up in direct proportion, 1.9 pounds per person last year as compared with 1.7 pounds in 1958.

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## what's your sifter I. Q.?

Whether used for rescreening or grading, sifters are entitled to a spot in your operations only if they guard or improve the quality of your product or cut manufacturing costs. Here's what makes them tick.

By LIONEL MOORE Processing Machinery Department, Allis-Chalmers Manufacturing Co.

What products can be sifted? What is the best type of sifter motion? What variables are involved in determining comparative openings of screen cloth? What capacities can you expect?

Answers to these, and similar questions, will go a long way toward assuring you of your money's worth in sifter operation.

Most organic or inorganic products can be sifted provided they consist of relatively dry particles. Some particles have a tendency to develop electrostatic charges. Others, because of their peculiar shapes, become wedged in the screen openings. Still other particles are relatively free flowing but a thin coating of oil may cause them to become slightly sticky and therefore hard to sift.

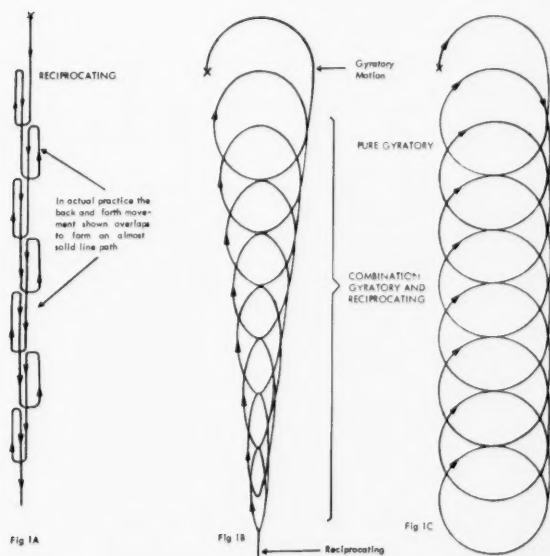
In general, sifting is a continuous process. Particles

enter the top of the sifter, are screened to desired multiple separations, and discharged in from two to four different grades through openings at the bottom. The objective is to expose each particle to the greatest number of screen openings. To achieve this, three fundamental types of motion can be applied. They are reciprocating, gyratory, or a combination of the two.

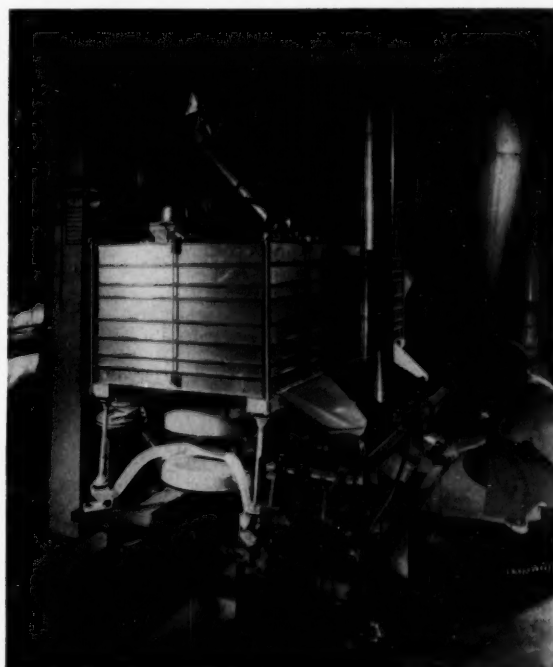
A true reciprocating screen alternates back and forth in a straight line, single-plane motion. A particle dropped anywhere on this type of inclined screen moves in a straight line to the lowest point with the back and forth movement overlapping to form an almost solid line path.

In a combination reciprocating-gyratory screen, a spiral motion is applied to the top or feed end and becomes more

(Continued on page 42)



With three types of motion used on identical screens and with identical characteristics of amplitude, etc., the following applies. In combination reciprocal-gyratory motion (1B) particles pass over 75-percent more apertures than with straight reciprocal motion. With pure gyratory (1C) particles pass over 150-percent more openings than with reciprocal; 44.4 percent more than with combination reciprocal-gyratory.



In the picture above, a battery of Allis-Chalmers gyratory sifters are shown in operation in a mid-western food processing plant.

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## what's your sifter I.Q.?

(Continued from page 41)

nearly reciprocating toward the discharge end. At the head of this screen, a particle describes a nearly circular path. In the same length of travel, it is exposed not only to the same openings as before, but to many more on either side of the straight-line path.

As the particle moves away from the drive end of the screen, the pattern resembles a series of ever-changing ellipses until finally, over the tail end, it becomes practically a straight line. Thus, as it gets away from pure gyratory motion, it passes succeeding fewer apertures per amplitude.

The gyratory sifter develops a pure circular motion. A particle dropped anywhere on its flat screen moves in a complete circular path. Because of forward movement (due to screen pitch and feed rate), the particle deviates slightly from a complete circle. However, it maintains an almost constant diameter for full course of travel across the screen, so that the particle is exposed to about 150 percent more openings than if reciprocal motion were used and 44 percent more than with combination reciprocal-gyratory motion.

This efficient and gentle screening motion handles fragile particles with a minimum of disintegration, there-

## The wild, wild west . . .

. . . the adventure editor of the Ossining, N. Y. *Citizen Register* writes about a unique Sharps Model 1863 carbine recently unearthed. This comforting weapon contained a crank-operated coffee mill set into the stock. Mighty useful around the campfire.

by reducing undesirable fines. Power requirements are low with a 1-hp motor ample for a three to seven deck unit.

Sifter screens are of brass, phosphor bronze, steel, stainless steel, monel and various alloys of these metals as well as silk and nylon. The physical and chemical characteristics of the material sifted determines the most satisfactory kind of screen. For example, silk or nylon are sometimes substituted for metal screens to stop mechanical blinding due to undesirable product size, extra heavy layer of stock or screen cloth, or insufficient ball cleaner action.

The product and its sifting characteristics nearly always determines within what range it can be sifted. Some will sift readily over an entire two to 200 mesh range and beyond while others can only be sifted in the coarse mesh range. Where it is intended to use the same sifter for more than one product, a screen mesh may be selected which can satisfactorily handle various associated ingredients.

The term mesh is defined as the number of openings per lineal inch wire screen. A screen with square openings need only be checked along one side to determine its mesh. Two standards—Tyler and U.S.—have been established to assign a definite opening to each screen mesh.



Three variables are involved in determining the comparative openings of screen cloth. These are the mesh or number of openings per lineal inch, the actual openings between the wires, and the diameter of the wire. It is impossible to change the mesh, wire diameter or openings in a screen without affecting either or both of the other variables.

Sifter capacity of products is determined by their penetration rates through a given mesh screen. In one installation, for example, a six deck, two separation gyratory sifter removes undesirable undersize particles from 5000 pounds of ground coffee per hour on a total area of 30 square feet of 16 mesh wire cloth. The feed in this instance is 99.6 percent passing 4 mesh and 8.4 percent passing 16 mesh.

The flexibility of screen combinations in a gyratory sifter permits a wide range of capacities. For rescreening or scalping, a combination of deep decks makes it possible to handle a greater depth of material over each screen cloth and pan. In most cases, three or four deep decks will handle a greater volume and more capacity than five or six shallow decks.

For grading, capacity is dependent on the total square feet of screening area. To provide the greatest flexibility for this operation, the number of screen decks can be varied from three to a maximum of seven shallow decks.

Besides operating on lower power requirements, gyratory sifters require little floor space and are easy to clean and maintain.

■ ■

### Aluminum may be next step in containers

There's word that the big names in the container manufacturing field, American Can, National Can, and Continental Can, are stepping up their research effort in the direction of a future aluminum container. Big reason for the shift in emphasis from steel to aluminum seems to be the increasingly high costs of steel sheet for container making.



Tea people will find that the scene pictured above strikes a responsive chord. Shown is the annual meeting of the U. S. Board of Tea Tasters during last month's selection of grades for 1960.

MARCH, 1960



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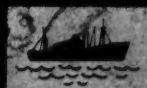
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## **Roastings in 1959 hit record peak**

The U.S. Department of Commerce indicates that coffee roastings during the year just past amounted to 21,698,000 bags, the largest annual volume recorded in the department's continuing surveys. The figure means that 1959 roastings, which included those for instants, had risen by a total of 761,000 bags over the year 1958, a rise of four percent.

At the same time roastings for instant usage, on the increase since 1954, when it was first surveyed, soared to a new high. Annual 1959 roastings for instant use, totaled 3,728,000 bags, an increase of seven percent over 1958. As a result of this gain the department estimated that the proportion of roastings for instant use as compared to total roastings had risen to 17.2 percent in 1959. The comparative figure in 1958 amounted to 16.7 percent.

## **Ivory Coast moves to improve export quality**

The Ivory Coast Republic has taken measures to improve the quality of coffee produced. New standards and grading have been established and are being applied to the 1959-'60 crop which has been officially exported since January, 1960. Trading in coffee which does not respect these standards has been strictly forbidden by the governmental decree.

The French Embassy, in this country, points out that the only permissible coffees which may be shipped to the

United States at the present time are; natural or washed coffees of grade #2 only (with bean sizes ranging from slightly below screen #13 up to screen #16); and of "courant" or "superior" quality.

## **Coffee at amusement centers: increasing in popularity**

Funspot, the business magazine of the amusement-recreation industry reports, in its third annual market analysis survey, that coffee is increasing in popularity at the nation's amusement centers.

Popularity of coffee was broken down for small, medium and large funspots (in terms of gross sales). The findings revealed that 91 percent of units with sales of over \$100,000 served the hot beverage. At medium size facilities, grossing between \$25,000 and \$100,000, 70 percent serve coffee; at smaller operations, grossing under \$25,000, 42 percent handle the beverage item.

The survey indicated that more than 2,050,000,000 persons attended some 23,000 funspots in this country during the year 1959, an indication of the significant market this entails for the food industry.

## **Webb Coffee goes to Butter-Nut Foods**

Mid-February saw the acquisition by Butter-Nut Foods Company of the Thomas J. Webb Coffee Co., a division of Continental Can Co., Chicago. Webb coffee is sold principally in the Chicago metropolitan complex.

## **instant coffee**

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The three personalities in the picture above will represent the Tea Industry of Canada on a cross-country tour during Tea for Canada Week, March 28th to April 2nd. Shown are, Madame Thé, left, Mr. Tea and Miss Tea, respectively.

### Tea in Canada; big things brewing

The Tea Council of Canada has announced its most ambitious promotion campaign to date, the sixth annual "Tea for Canada" week, March 28 to April 2.

There are two main features of the campaign: a merchandising project, and the use of three personalities to promote tea usage throughout the Dominion. The first of these, includes a store display contest for tea and related items. This event, with a total of 236 cash awards, has now become a national institution, and is recognized

as one of the largest annual grocery promotions.

Part two, the use of personalities to promote tea, will utilize a Miss Tea, and a counterpart, Mr. Tea, to cover the English-speaking provinces. Another innovation will be a Madame Thé, who will make an extensive tour of French-speaking areas, particularly those in the province of Quebec. A feature of the public relations project will be the visit of the three personalities to the mayors of 20-major Canadian cities, with token presentations being made of exotic blends of tea from the two principal producing countries, India and Ceylon. All three will also be available for radio, television and similar public appearances.

### White Rose Tea's new, animated TV spots

The "magic secret" of blending tea for perfect flavor is the subject of a new Spring series of animated cartoon commercials which White Rose Tea will use in the New York metropolitan market.

Developed for Seeman Brothers, Inc., the commercials take the viewer behind closed doors of the private "White Rose Blending Room" where Professor T. Riffic is deftly blending "a pinch of halmirah; some bah boenian, and a pinch of pasir malang" (identified as known teas) to come up with the "fabulous" White Rose flavor.

Aside for the education in tea types the Professor indicates to the viewer that "anyone can buy tea leaves . . . it's how we blend them that counts."

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### **Colombian economic report covers coffee problems**

A detailed program covering the development of Colombia's economy has been presented by President Alberto Camargas. In that section of the report dealing with the country's coffee policies the president emphasized, (1) that export quotas be adhered to in strict accordance with other Latin American-African producers, in order that firm prices be upheld; (2) that Colombia should maintain active cooperation with other countries in a study of long term plans to solve the over-production problem; in addition that Colombia should work with other Latin-American nations to bring about a reduction of European coffee taxes; (3) augmentation of the campaign to open new markets and increase consumption; (4) internal measures to be maintained in line with international pacts and the agreement reached at Colombia's Twenty-First National Coffee Congress.

### **Coffee consumption; still on the upgrade**

The agricultural marketing service of the United States Department of Agriculture has come up with the interesting forecast that the apparent civilian per capita consumption of coffee during 1960 will be 16.5 pounds. This estimate, on a green bean basis, compares with the estimate for 1959 of 16.2 pounds which is still regarded as preliminary.

### **Borden's plans spring promotion**

One of the biggest advertisements ever produced for a premium promotion by the Borden Foods Co., a two-page, four color center spread in the March 19 issue of Saturday Evening Post will launch the company's spring campaign for instant coffee.

The ads will announce a premium offer of Grandma Moses old fashioned flower garden, consisting of seven packets of Luther Burbank flower seeds. A companion offer of Grandma Moses country note cards, featuring the artist's paintings will also be featured.

Consumers may obtain either premium by mailing in 25 cents and a Borden's instant label from any size jar. At the point of sale, the premium promotion will be emphasized by tags on Borden's instant coffee jars, and by an attractive floor bin.

### **Compania Salvadorena de Cafe names Carlos Cordero manager**

Carlos Cordero d'Aubuisson has been named manager of the Compania Salvadorena de Cafe in El Salvador. Mr. Cordero, a well known figure in American coffee circles during his five years in the New York area, during which time he served as a member of the executive committee of the Pan-American Coffee Bureau. He was an active participant in the drafting of the International Coffee Agreement.

---

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### **Military instant committee formed by N.C.A.**

A new association committee has been named to study the subject of instant coffee for purchase by the Armed Forces. The committee will attempt to formulate a service for instants similar to that being performed by the U.S. Army advisory committee for roasted coffees. Headed by Edward Aborn, of Tenco, Inc., the Military Instant Coffee Committee, is comprised of George Harrison, of United Instant Coffee Corp.; Reuben W. Hills, III, of Hills Bros. Coffee, Inc.; Charles Leister of Nestles, Inc., and Charles Overbeck of Maxwell House Division, General Foods Corp.

### **New York University plans Brazilian "business round table"**

American business men will have the opportunity to meet with Brazilian officials this spring at a series of four New York University "Business Round Table" luncheons.

Sponsored by the university's Office of Special Services, the series was created to provide a forum for informal discussions of Brazilian-American business relations.

Speaking at the first luncheon on Tuesday, March 8, will be Dr. Roberto de Oliveira Campos, former president of the National Bank for Economic Development in Brazil. All meetings will be held at the New York University Club. In addition to the above date meetings will take place April 5, May 3, and June 7.

### **Pan-American Coffee Bureau takes on new duties**

Andres Uribe, chairman of the Pan-American Coffee Bureau has announced the designation of that organization as the promotional arm of the International Coffee Agreement. The Bureau will handle all publicity of the latter in the United States and Canada.

Mr. Uribe, also announced that, with the authorization of the French government, and the approval of the Committee, he will enter into immediate negotiations with the Comité Français du Café regarding an expanded promotional campaign in France. Uribe is currently in Europe where he is exploring the promotional possibilities existing in France and other western European countries.

### **Shippers increase number of oversea's ports of call**

According to the *Journal of Commerce*, ship lines operating on a berth line basis out of New York have sharply increased the number of overseas ports of call they will make in March.

Ports of call planned on the west coast of South America in March came to 63 compared with 36 last year and 42 two years ago. On the Colombia-Venezuela route 89 ports of call are planned in contrast to last year when only 64 were scheduled.

The east coast of Central America and the Caribbean will see an increase also, with 156 ports of call planned compared with the 120 in March, 1959.

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**91 FRONT ST. NEW YORK**

## Indian tea production; down in 1959

According to the India's *Economic Newsletter*, tea production in India during 1959 is estimated to have reached 709,000,000 pounds, slightly lower than during the previous year. Exports during the first eleven months of 1959 amounted to 408-million pounds as against 454-million pounds during the whole of the year 1958.

### ● OVERSEAS TRADE NOTES

**Haiti . . .** Indications are that the current coffee crop will reach its peak later than usual in the season. At the present writing, however, volume and quality have already exceeded expectations. According to a U. S. Embassy report, the exportable crop, as estimated by the National Coffee Office, will amount to 650,000, 60-kilogram bags. Haiti's export quota amounts to 500,000 bags. Inasmuch as facilities for withholding crops from the market are not available, Haiti will necessarily be forced to reach an arrangement with other International Coffee agreement signatories which will permit marketing of the entire crop during the coming months. The country's National Coffee Office has announced institution of a new program for development of the Haitian coffee crop with particular emphasis on quality. The office will spend \$120,000 in the current fiscal year, October 1st, 1959—September 30,


1960, in furtherance of the program.

**El Salvador . . .** Future sales of the 1959-'60 coffee crop at prices as good as, or better, than those of last year have progressed rapidly. Momentum was so rapid that at the end of December new coffee regulations restricted sales for delivery to top-premium grades during the first quarter of 1960. Regulations established minimum prices for contracts with delivery dates after April 1.

**Ethiopia . . .** The U. S. Department of Agriculture's "Foreign Crops and Markets" points up that trading was very slow at the opening of Ethiopia's new coffee season in December, 1959. However, exports were expected to rise appreciably when larger quantities of Jima coffee become available. Several of the leading exporters have noted the effectiveness of the National Coffee Board's efforts to improve coffee quality through the reduction of moisture, and impurities, in new-crop shipments. All coffee with more than 8-percent impurities, and 15-percent moisture have been rejected by the NCBE this season.

**Peru . . .** The U. S. Government has announced that total coffee production in Peru during the year 1959 amounted to a total of 460,000 bags, 352,667 of which were exported. The outlook for 1960 indicates a total production figure of 600,000 bags, while exports during the year should reach 500,000 bags.

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## CHANGES NEEDED: the coffee transportation picture

By RICHARD A. SUTHERLAND, Chairman  
Traffic Committee  
National Coffee Association

The question, "What's happening in coffee?", might be amplified to "What's happening in respect to the transport and handling of coffee?"

Recent developments in the waterfront labor picture, with resulting increases in the cost of handling all imported commodities at the Port of New York, as well as elsewhere in the United States, point up the necessity of developing new and streamlined methods of coffee handling from port of shipment to arrival at a roaster's plant.

The physical handling of coffee is virtually unchanged from the time the first bag of coffee was loaded on board the first vessel to transport this very important commodity from a producing country to a consuming country. This first bag of coffee was undoubtedly placed on board the vessel by a worker carrying the bag on his back or head, and on arrival at destination, it was probably removed from the ship by sling and tackle. With the exception of some mechanization at the larger Brazilian ports, hand loading continues to be the principal means of loading a ship and the sling-and-tackle method of discharge in use at all U.S.A. ports.

Continued demands on the part of labor have so reduced the size of the sling load that more time is consumed in discharging a vessel today than 50 years ago, and the cost of discharging a bag of coffee has at the same time increased to such a degree that increased mechanization at ports of discharge must be put into effect. One of the largest stumbling blocks in settling the present dock dispute was this very question of mechanization and its resultant effect on the number of men required to handle the discharge of a ship.

What does the future hold in this respect? How may coffee be more efficiently handled between time of shipment and arrival at a U.S. roasting plant? Some shortcuts,

such as palettizing, are already in use, principally between Colombia and the West Coast ports of the U.S. Such methods cut down on the physical handling of coffee, resulting in a faster discharge and less loss of coffee from torn and damaged bags. By the same token, however, a vessel cannot carry the same tonnage of coffee on pallets as by bulk bag storage. There is also the problem of returning the pallets to the port of origin for reloading, since unless they are used for general cargo purposes on the southbound voyage, they consume valuable space that could be used for revenue cargo.

Perhaps in the not too distant future the use of coffee bags will be discontinued and coffee will be shipped from producing countries in containers that would be filled at the seller's warehouse, trucked to the carrying vessel and loaded on the ship as a unit. On arrival, the container would be trucked or railed directly to the roaster plant and emptied, either by gravity or suction, into the roaster's storage bins, where it would be blended with other growths, as at present. This method would do away with bags, thereby resulting in no weight loss from torn bags. Weight loss, due to shrinkage, would be kept to a minimum and most important of all, any danger of contamination would be negligible, since the containers would be airtight and impervious to odors and moisture.

There are many who will argue that such methods are not practical for coffee, since it would preclude a jobbing business and small lot business. But there is no doubt that it is practical for a large roaster importing considerable tonnage for his own account.

Unless such methods are accepted, the continued squeeze on the steamship lines engaged in the coffee service can only bring about higher freight rates and continued inefficient handling of coffee.



## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

### ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line  
 Alcoa—Alcoa Steamship Co.  
 Af-Pac—African Pacific Line  
 Am-Exp—American Export Lines  
 Am-Pres—American President Lines  
 Am-Rep—American Republics Line  
 Arg-State—Argentine State Line  
 Am-W Afr—American-West African Line  
 B-Afr—Belgian African Line  
 Barb-Wn—Barber Wilhelmsen Line  
 Barb-Frn—Barber-Fern Line  
 Barb-W Afr—Barber-West African Line  
 Baron—Baron Line  
 Bl-Dia—Black Diamond Steamship Co.  
 Brodin—Brodin Line  
 Carib—Caribbean Line  
 Col—Columbus Line  
 Cunard—Brocklebank's Cunard Service  
 Delta—Delta Line  
 Dodero—Dodero Lines  
 Eld-Dem—Elder Dempster Lines  
 Ell-Buck—Ellerman & Bucknell S.S. Co.  
 Farrell—Farrell Lines  
 Grace—Grace Line  
 Granco—Grancolombiana (New York), Inc.  
 Gulf—Gulf & South American Steamship Co., Inc.  
 GWA—Gulf West Africa Line  
 Hellenic—Hellenic Lines Ltd.  
 Hansa—Hansa Line

Hoegh—Hoegh Lines  
 Hol-Int—Holland-Interamerica Line  
 Independence—Independence Line  
 Isthmian—Isthmian Lines, Inc.  
 JavPac—Java Pacific Line  
 K Line—Kawasaki Kisen Kaisha, Ltd.  
 Lawes—Lawes Shipping Co., Inc.  
 Lloyd—Lloyd Brasileiro  
 Lykes—Lykes Lines  
 Maersk—Maersk Line  
 Mam—Mamenic Line  
 Nedlloyd—Nedlloyd Line  
 Nopal—Northern Pan-American Line  
 Norton—Norton Line  
 PacFar—Pacific Far East Line, Inc.  
 Pac-Rep—Pacific Republics Line  
 PacTrans—Pacific Transport Lines, Inc.  
 Pioneer—American Pioneer Line  
 PTL—Pacific Transport Lines, Inc.  
 R Neth—Royal Netherland Steamship Co.  
 Robin—Robin Line  
 Scindia—Scindia Steam Navigation Co., Ltd.  
 SCross—Southern Cross Line  
 Sev-Stars—Seven Stars (Africa) Line  
 Swed-Am—Swedish American Line  
 Torm—Torm Lines  
 Ufruit—United Fruit Co.  
 Wes-Lar—Westfal Larsen Co. Line  
 Yamashita—Yamashita Line

### ABBREVIATIONS FOR PORTS

At—Atlantic ports  
 Ba—Baltimore  
 Bo—Boston  
 CC—Corpus Christi  
 Ch—Chicago  
 Chsn—Charleston  
 Cl—Cleveland  
 De—Detroit  
 Ga—Galveston  
 Gf—Gulf Ports  
 Ha—Halifax  
 Ho—Houston  
 HR—Hampton Roads  
 Jx—Jacksonville  
 LA—Los Angeles  
 Mo—Mobile  
 MI—Montreal  
 NO—New Orleans  
 NY—New York  
 NN—Newport News  
 NF—Norfolk  
 Pa—Philadelphia  
 Po—Portland  
 PS—Puget Sound  
 Sa—Savannah  
 SD—San Diego  
 SF—San Francisco  
 Se—Seattle  
 St Jo—Saint John  
 Ta—Tacoma  
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



\*African coffee imports by the U. S. amounted to \$120 million in 1958—as compared to only \$9 million in 1948.

More African coffee than ever is being imported by the U. S. And more of it, too, is being carried by Farrell Liners—pioneer in the development of American-African trade. The Farrell fleet, boasting 14 fast liners, is uniquely experienced to handle coffee cargo—from its special loading and stowing system, to scientific ventilation and control, to frequent at-sea inspection. In the increasing two-way American-African trade, cargo on the go goes Farrell—the only regularly-scheduled line linking America with all three African ocean coasts.



**FARRELL LINES**  
 INCORPORATED

26 Beaver Street  
 New York 4, N. Y.  
 Whitehall 4-7460



A major fleet under the American Flag, developing African trade exclusively for over 35 years.



# ship sailings

## COFFEE BERTHS

### ABIDIJAN

3/16	Swedru	Eld-Dem	NY4/2	Ba5/9
3/17	Afr Grove	Farrell	NY4/3	
3/22	Tana	Am-WAfr	USA4/15	
3/31	Del Campo	Delta	N04/16	
4/2	Afr Glade	Farrell	NY4/19	
4/2	Daloo	Bi-Dia	NY4/20	
4/15	Afr Dawn	Farrell	NY5/2	
4/19	Del Aires	Delta	N05/5	
4/21	Tatra	Am-WAfr	USA5/15	
4/28	Afr Glen	Farrell	NY5/15	
5/2	Lorima	Bi-Dia	NY5/19	
5/9	Del Santos	Delta	N05/25	
5/12	Afr Sun	Farrell	NY5/31	
5/28	Afr Grove	Farrell	NY6/12	

### ACAJUTLA

3/16	Texita	UFruit	Cr3/19
3/30	Texita	UFruit	Cr4/2

### AMAPALA

3/13	Texita	UFruit	Cr3/19
3/27	Texita	UFruit	Cr4/2

### ANGRA DOS REIS

3/13	Mormacow	Am-Rep	Nf3/31	Ba4/1	Pa4/3	NY4/4	Bo4/7	Mi4/11
3/15	Porsanger	Wes-Lar	LA4/13	SF4/15	Pa4/21	Se4/23	Va4/24	
3/17	Del Viento	Delta	N04/4	Ho4/8				
3/18	Mormacyork	Am-Rep	NY4/3	Bo4/6	Pa4/8	Ba4/10	Nf4/11	
3/25	Mormacstar	Am-Rep	Jx4/10	NY4/14	Bo4/17	Pa4/19	Ba4/20	
3/27	Del Rio	Delta	N04/14	Ho4/18				
4/1	Mormactide	Am-Rep	Nf4/16	Ba4/17	Pa4/19	NY4/20	Bo4/24	Mi4/28
4/7	Del Alba	Delta	N04/25	Ho4/29				
4/8	Mormacswan	Am-Rep	Jx4/24	NY4/28	Bo5/1	Pa5/3	Ba5/5	Nf5/6
4/8	Hardanger	Wes-Lar	LA5/8	SF5/10	Pa5/16	Se5/18	Ba5/19	
4/15	Mormacsea	Am-Rep	NY4/30	Bo5/3	Pa5/5	Ba5/7		
4/21	Del Valle	Delta	N05/9	Ho5/13				
4/22	Mormactaal	Am-Rep	Ba5/7	Pa5/9	NY5/10	Bo5/13	Mi5/17	
5/5	Del Oro	Delta	N05/23	Ho5/27				

### BARRIOS

3/11	Box Hill	UFruit	Ho3/17	N03/20
3/14	A steamer	UFruit	NY3/21	
3/15	Karl Christian	Carib	Pa3/23	NY3/25
3/18	Christiane	UFruit	Ho3/24	N03/27
3/19	Mataura	Mam	Pa3/28	NY3/30
3/21	Arctic Gull	UFruit	NY3/28	

A Partner  
of the  
Coffee Industry  
since 1919

**Delta Line**

MISSISSIPPI SHIPPING COMPANY, INC. \* NEW ORLEANS

NEW YORK — CHICAGO  
WASHINGTON — ST. LOUIS

#### AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.

Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Praca da Republica 87

ABIDJAN & DOUALA

Union Maritime et Commerciale

LUANDA & LOBITO

Hull, Blyth (Angola), Ltd.

MATADI

Phs. Van Ommeren (Congo) S.C.R.L.

TO NEW ORLEANS AND OTHER  
U. S. GULF PORTS... FROM

## SOUTH AMERICA

PARANAGUA, SANTOS  
RIO DE JANEIRO, VICTORIA

Regular weekly sailings



## WEST AFRICA

ANGOLA, BELGIAN CONGO,  
CAMEROONS, IVORY COAST,  
AND LIBERIA

Direct regular service



# ship sailings

## BARRIOS

3/24	Karl Christian	Carib	Pa4/2 NY4/6
3/25	Leith Hill	UFruit	Ho3/31 N04/3
3/28	Arctic Tern	UFruit	NY4/4
4/1	Box Hill	UFruit	Ho4/7 N04/10
4/4	A steamer	UFruit	NY4/11
4/5	Christian	UFruit	Ho4/14 N04/17
4/11	Arctic Gull	UFruit	NY4/18
4/15	Leith Hill	UFruit	Ho4/21 N04/24
4/18	Arctic Tern	UFruit	NY4/25
4/22	Box Hill	UFruit	Ho4/28 NY5/1
4/25	A steamer	UFruit	NY5/2
4/29	Christiane	UFruit	Ho5/5 N05/8
5/2	Arctic Gull	UFruit	NY5/9
5/6	Leith Hill	UFruit	Ho5/12 N05/15
5/9	Arctic Tern	UFruit	NY5/16

3/28	Guatemala	Mam	NY3/14
4/5	El Salvador	Mam	Ho4/13 N04/17

## CORTES

3/13	Box Hill	UFruit	Ho3/17 N03/20
3/14	Matura	Carib	Pa3/28 NY3/30
3/15	A steamer	UFruit	NY3/21
3/20	Christiane	UFruit	Ho3/24 N03/27
3/22	Arctic Gull	UFruit	NY3/28
3/26	Karl Christian	Carib	Pa4/2 NY4/6
3/27	Leith Hill	UFruit	Ho3/31 N04/3
3/29	Arctic Tern	UFruit	NY4/4
4/3	Box Hill	UFruit	Ho4/7 N04/10
4/5	A steamer	UFruit	NY4/11
4/10	Christiane	UFruit	Ho4/14 N04/17
4/12	Arctic Gull	UFruit	NY4/18
4/17	Leith Hill	UFruit	Ho4/21 N04/24
4/19	Arctic Tern	UFruit	NY4/25
4/24	Box Hill	UFruit	Ho4/28 N05/1
4/26	A steamer	UFruit	NY5/2
5/1	Christiane	UFruit	Ho5/5 N05/8
5/3	Arctic Gull	UFruit	NY5/9
5/8	Leith Hill	UFruit	Ho5/12 N05/15
5/10	Arctic Tern	UFruit	NY5/16

## BUENAVENTURA

3/11	Cd de Tunja	Granco	Ba3/17 Pa3/18 NY3/20
3/12	Banker	Gulf	Ho3/20 N03/25
3/16	Santa Ines	Grace	NY3/23
3/16	Cd de Quito	Granco	Ho3/25 N03/27
3/18	Cd de Barranquilla	Granco	Ba3/24 Pa3/25 NY3/27
3/22	Farmer	Gulf	Ho3/30 N04/3
3/25	Cd de Guayaquil	Granco	Ba3/31 Pa4/1 NY4/3
3/27	Nias	Granco	LA4/6 SF4/10 Va4/21
3/27	San'a Adela	Grace	LA4/5 SF4/8 PS4/14
4/2	Merchant	Gulf	Ho4/10 N04/14

## CORINTO

3/13	Managua	Mam	Ho3/21 N03/25
3/14	Costa Rica	Mam	NY3/25

## CRISTOBAL

3/21	Jytte Skou	UFruit	N03/25
4/21	A steamer	UFruit	N04/26



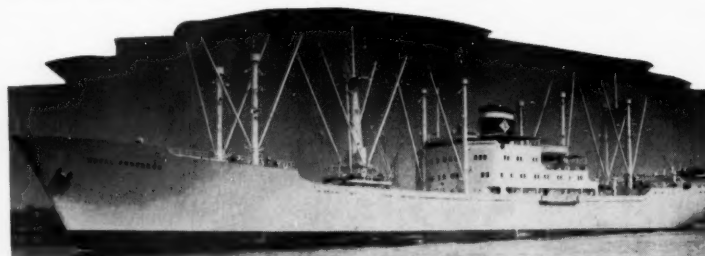
## THE NORTHERN PAN-AMERICA LINE A/S

Serving The

## BRAZIL/U.S. COFFEE TRADE

With modern, large 18 knot vessels making 3 monthly sailings from Brazilian coffee ports to New Orleans and Houston.

General Agents  
Oivind Lorentzen, Inc.  
New York 6, N. Y.



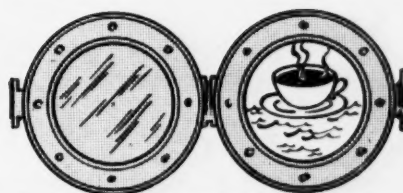
# **FLOTA ARGENTINA DE NAVEGACION DE ULTRAMAR**

(DODERO LINES)

**FROM BRAZIL TO U. S. ATLANTIC & GULF PORTS**

GENERAL AGENTS:

**Cosmopolitan Shipping Co. Inc., 42 Broadway, N. Y. 4, N. Y.**



## **DAR es SALAAM**

3/13	Mishima Maru	Baron	NY4/22						
3/22	Lawak	Nedlloyd	NY4/24	LA5/9	SF5/13	Po5/20	Se5/23		
							Va5/26		
3/29	Espen	Af-Pac	LA5/12	SF5/15	Po5/19	Se5/22	Va5/25		
4/1	Afr Planet	Farrell	Bo5/3	NY5/5					
4/12	Afr Moon	Farrell	Bo5/14	NY5/16					
4/13	Tomishima Maru	Baron	NY5/22						
4/14	Friesland	Nedlloyd	NY5/17	LA6/4	SF6/7	Po6/12	Se6/16		
							Va6/21		
4/20	Leopold	Af-Pac	LA5/31	SF6/5	Po6/10	Se6/14	Va6/16		
5/10	Afr Star	Farrell	Bo6/9	NY6/11					
5/13	Sakishima Maru	Baron	NY6/22						
5/24	Afr Rainbow	Farrell	Bo6/25	NY6/27					
6/13	Kunishima Maru	Baron	NY7/22						
6/21	Afr Lightning	Farrell	Bo7/23	NY7/25					
7/5	Afr Planet	Farrell	Bo8/6	NY8/8					

## **DJIBOUTI**

4/1	Lawak	Nedlloyd	NY4/24	LA5/9	SF5/13	Po5/20	Se5/23		
							Va5/26		
4/24	Friesland	Nedlloyd	NY5/17	LA6/4	SF6/7	Po6/12	Se6/16		
							Va6/21		

## **DOUALA**

3/12	Afr Glade	Farrell	NY4/19						
3/19	Tana	Am-WAfr	USA4/15						
3/26	Dalea	Bl-Dia	NY4/20						
4/8	Afr Glen	Farrell	NY5/15						
4/18	Tatra	Am-WAfr	USA5/15						
4/25	Lorima	Bl-Dia	NY5/19						
5/8	Afr Grove	Farrell	NY6/12						

## **EL SALVADOR**

3/13	Maryland	French	LA3/24	SF3/27	Va3/31	Se4/3	Po4/7		
3/18	Tritone	Italian	LA3/28	SF4/1	Po4/6	Se4/9	Va4/11		
3/21	Ferraris	Italian	LA3/28	SF3/31	Va4/4	Se4/9	Po4/12		
4/12	Mississippi	French	LA4/22	SF4/27	Va5/2	Po5/7	Se5/9		

## **GUATEMALA**

3/18	Maryland	French	LA3/24	SF3/27	Va3/31	Se4/3	Po4/7		
3/19	Tritone	Italian	LA3/28	SF4/1	Po4/6	Se4/9	Va4/11		
3/22	Ferraris	Italian	LA3/28	SF3/31	Va4/4	Se4/9	Se4/12		
4/16	Mississippi	French	LA4/22	SF4/27	Va5/2	Po5/7	Se5/9		

## **GUYAQUIL**

3/13	Cd de Quito	Granco	Ho3/25	N03/27					
3/14	Cd de Barranquilla	Granco	Ba3/24	Pa3/25	NY3/27				
3/18	Nias	Granco	LA4/6	SF4/10	Va4/21				
3/21	Cd de Quayaquil	Granco	Ba3/31	Pa4/1	NY4/3				

## **LA LIBERTAD**

3/10	Costa Rica	Mam	NY3/25						
3/15	Texita	UFruit	Cr3/19						
3/24	Guatemala	Mam	NY4/14						
3/29	Texita	UFruit	Cr4/2						
4/1	El Salvador	Mam	Ho4/13	N04/17					

## **LA UNION**

3/10	Managua	Mam	Ho3/21	N03/25					
3/11	Costa Rica	Mam	NY3/25						
3/14	Texita	UFruit	Cr3/19						
3/25	Guatemala	Mam	NY4/14						
3/28	Texita	UFruit	Cr4/2						
4/2	El Salvador	Mam	Ho4/13	N04/17					

## **LIMON**

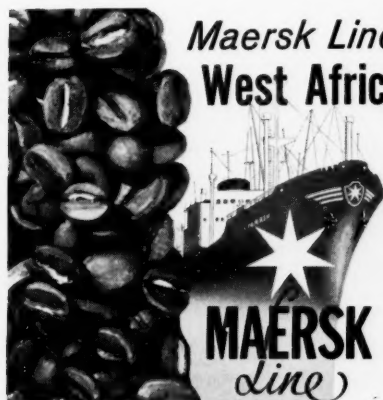
4/9	A steamer	UFruit	N04/26						
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## **LOBITO**

3/12	Lufira	B-Afr	NY4/8						
4/7	Lindi	B-Afr	NY4/22						

## **LUANDA**

3/19	Lufira	B-Afr	NY4/8						
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**Maersk Line Provides the only Service from  
West Africa to both U.S. Atlantic and Pacific Ports**

*Monthly  
sailings from*  
**MATADI  
DOUALA  
ABIDJAN  
FREETOWN**  
*via fast modern  
cargo liners*

Ship via **THE BLUE LINERS-  
MAERSK LINERS®**

## **MOLLER STEAMSHIP COMPANY, INC.**

*General Agents*

30 Broad Street, New York 4, N.Y. • HANover 2-1500

*West African Agents*

**MATADI:** Agetraf, S.C.A.R.L., 3 rue de Vivi, P.O. Box 36, Matadi, Belgian Congo.

**DOUALA:** Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

**ABIDJAN:** Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

**FREETOWN:** Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

# SOUTHERN CROSS LINE

## FAST SERVICE — FROM BRAZIL TO UNITED STATES ATLANTIC PORTS

GENERAL AGENTS:  
COSMOPOLITAN SHIPPING CO. INC., 42 Broadway, New York 4, N. Y.



## ship sailings

### LUANDA

3/21	Afr Glade	Farrell	NY4/19
3/24	Del Campo	Delta	N04/16
4/2	Lindi	B-Afr	NY4/22
4/3	Afr Dawn	Farrell	NY5/2
4/12	Del Aires	Delta	N05/5
4/16	Afr Glen	Farrell	NY5/15
5/2	Del Santos	Delta	N05/25
5/2	Afr Sun	Farrell	NY5/31
5/16	Afr Grove	Farrell	NY6/12

### MATADI

3/10	Vinkt	B-Afr	NY3/25
3/15	Afr Glade	Farrell	NY4/19
3/21	Del Campo	Delta	N04/16
3/24	Lufira	B-Afr	NY4/8
4/6	Afr Dawn	Farrell	NY5/2
4/7	Lindi	B-Afr	NY4/22
4/8	Del Aires	Delta	N05/5
4/11	Afr Glen	Farrell	NY5/15
4/28	Del Santos	Delta	N05/25
5/5	Afr Sun	Farrell	NY5/31
5/11	Afr Grove	Farrell	NY6/12

### MOMBASA

3/16	Mishima Maru	Baron	NY4/22
3/25	Lawak	Nedlloyd	NY4/24 LA5/9 SF5/13 Po5/20 Se5/23 Va5/26
3/26	Espen	Af-Pac	LA5/12 SF5/15 Po5/19 Se5/22 Va5/25
3/29	Afr Planet	Farrell	Bo5/3 NY5/5
4/9	Afr Moon	Farrell	Bo5/14 NY5/16
4/16	Tomishima Maru	Baron	NY5/22
4/18	Leopold	Af-Pac	LA5/13 SF6/5 Po6/10 Se6/14 Ba6/16
4/19	Friesland	Nedlloyd	NY5/17 LA6/4 SF6/7 Po6/12 Se6/16 Va6/21
5/7	Afr Star	Farrell	Bo6/9 NY6/11
5/16	Sakishima Maru	Baron	NY6/22
5/20	Afr Rainbow	Farrell	Bo6/25 NY6/27
6/16	Kunishima Maru	Baron	NY7/22
6/17	Afr Lightning	Farrell	Bo7/23 NY7/25
7/1	Afr Planet	Farrell	Bo8/6 NY8/8

### PARANAGUA

3/12	Mormacsurf	Pac-Rep	LA4/7 SF4/10 Va4/17 Se4/19 Po4/21
3/13	Mormacyork	Am-Rep	NY4/3 Bo4/7 Pa4/8 Ba4/10 Nf4/11
3/14	Del Viento	Delta	N04/4 Ho4/8
3/17	Progress	Nopal	N04/3 Ho4/6

3/17	Honduras	Lloyd	NY4/6
3/20	Mormacstar	Am-Rep	Jx4/10 NY4/14 Bo4/17 Pa4/19 Ba4/20
3/21	Cuba	Lloyd	N04/10 Ho4/15
3/23	Mormacisle	Pac-Rep	LA4/19 SF4/22 Va5/1 Se5/3 Po5/5
3/24	Del Rio	Delta	N04/14 Ho4/18
3/26	Bernhard Ingelsson	Nopal	N04/13 Ho4/16
3/27	Mormactide	Am-Rep	Nf4/16 Ba4/17 Pa4/19 NY4/20 Bo4/24 Mi4/28
3/27	Colombia	Lloyd	NY4/16
3/28	Del Mar	Delta	N04/13 Ho4/20
3/31	Hardanger	Wes-Lar	LA5/8 SF5/10 Po5/16 Se5/18 Va5/19
4/3	Mormacswan	Am-Rep	Jx4/24 NY4/28 Bo5/1 Pa5/3 Ba5/5 Nf5/6
4/4	Del Alba	Delta	N04/25 Ho4/29
4/7	Mexico	Lloyd	NY4/26
4/10	Mormacsea	Am-Rep	NY4/30 Bo5/3 Pa5/5 Ba5/7
4/11	Del Norte	Delta	N04/27 Ho5/4
4/17	Nicaragua	Lloyd	NY5/6
4/17	Mormacteal	Am-Rep	Ba5/7 Pa5/9 NY5/10 Bo5/13 Mi5/17
4/18	Del Valle	Delta	N05/9 Ho5/13
4/21	Guatemala	Lloyd	N05/11 Ho5/16
4/25	Del Sud	Delta	N05/11 Ho5/18
5/27	Domingos	Lloyd	NY5/16
5/2	Del Oro	Delta	N05/23 Ho5/27

### RIO de JANEIRO

3/10	Del Sud	Delta	N03/23 Ho3/30
3/11	Mormacsurf	Pac-Rep	LA4/7 SF4/10 Va4/17 Se4/19 Po4/21
3/11	Brasil	Am-Rep	NY3/22
3/11	Uruguai	Lloyd	NY3/26
3/17	Mormacisle	Pac-Rep	LA4/19 SF4/22 Va5/1 Se5/3 Po5/5
3/18	Porsanger	Wes-Lar	LA4/13 SF4/15 Po4/21 Se4/23 Va4/24
3/18	Del Viento	Delta	N04/4 Ho4/8
3/19	Mormacyork	Am-Rep	NY4/3 Bo4/6 Pa4/8 Ba4/10 Nf4/11
3/21	Progress	Nopal	N04/3 Ho4/6
3/21	Honduras	Lloyd	NY4/6
3/25	Cuba	Lloyd	N05/11 Ho5/16
3/26	Mormacstar	Am-Rep	Jx4/10 NY4/14 Bo4/17 Pa4/19 Ba4/20
3/28	Del Rio	Delta	N04/14 Ho4/18
3/30	Bernhard Ingelsson	Nopal	N04/13 Ho4/16
3/31	Del Mar	Delta	N04/13 Ho4/20
3/31	Colombia	Lloyd	NY4/16
4/1	Argentina	Am-Rep	NY4/12
4/2	Mormactide	Am-Rep	Nf4/16 Ba4/17 Pa4/19 NY4/20 Bo4/24 Mi4/28
4/8	Del Alba	Delta	N04/25 Ho4/29
4/9	Mormacswan	Am-Rep	Jx4/24 NY4/28 Bo5/1 Pa5/3 Ba5/5 Nf5/6
4/11	Mexico	Lloyd	NY4/26
4/12	Hardanger	Wes-Lar	LA5/8 SF5/10 Po5/16 Se5/18 Va5/19
4/14	Del Norte	Delta	N04/27 Ho5/4
4/16	Mormacsea	Am-Rep	NY4/30 Bo5/3 Pa5/5 Ba5/7

# TORMI LINES

SUPERIOR SERVICE FROM BRAZIL TO UNITED STATES NORTH ATLANTIC PORTS

**TORM LINES AGENCY, INC.**

GENERAL AGENTS

CABLE: TORMLINE

24 STATE STREET

NEW YORK 4, NEW YORK



4/21	Nicaragua	Lloyd	NY5/6
4/22	Del Valle	Delta	N05/9 Ho5/13
4/23	Mormacteal	Am-Rep	Ba5/7 Pa5/9 NY5/10 Bo5/13 M15/17
4/25	Guatemala	Lloyd	N05/11 Ho5/16
4/28	Del Sud	Delta	N05/11 Ho5/18
5/1	Domingos	Lloyd	NY5/16
5/6	Del Oro	Delta	N05/23 Ho5/27

#### SAN JUAN

3/14	Managua	Mam	Ho3/21 N03/25
3/15	Costa Rica	Mam	NY3/25
3/29	Guatemala	Mam	NY4/14
4/6	El Salvador	Mam	Ho4/13 N04/17

#### SANTOS

3/10	Brasil	Am-Rep	NY3/22
3/10	Uruguai	Lloyd	NY3/26
3/11	Mormacsurf	Pac-Rep	LA4/7 SF4/10 Va4/17 Se4/19 Po4/21
3/12	Prosanger	Wes-Lar	LA4/13 SF4/15 Po4/21 Se4/23 Va4/24
3/16	Del Viento	Delta	N04/4 Ho4/8
3/17	Mormacyork	Am-Rep	NY4/3 Bo4/6 Pa4/8 Ba4/10 Nf4/11
3/19	Progress	Nopal	N04/3 Ho4/6
3/20	Honduras	Lloyd	NY4/6
3/21	Mormacisle	Pac-Rep	LA4/19 SF4/22 Va5/1 Se5/3 Po5/5
3/24	Mormacstar	Am-Rep	Jx4/10 NY4/14 Bo4/17 Pa4/19 Ba4/20
3/24	Cuba	Lloyd	N04/10 Ho4/15
3/26	Del Rio	Delta	N04/14 Ho4/18
3/28	Bernhard Ingelsson	Nopal	N04/13 Ho4/16
3/30	Colombia	Lloyd	NY4/16
3/30	Del Mar	Delta	N04/13 Ho4/20
3/31	Mormactide	Am-Rep	Nf4/16 Ba4/17 Pa4/19 NY4/20 Bo4/24 M14/28
3/31	Argentina	Am-Rep	NY4/12
4/5	Hardanger	Wes-Lar	LA5/8 SF5/10 Po5/16 Se5/18 Va5/19
4/6	Del Aliba	Delta	N04/25 Ho4/29
4/7	Mormacswan	Am-Rep	Jx4/24 NY4/28 Bo5/1 Pa5/3 Ba5/5 Nf5/6
4/10	Mexico	Lloyd	NY4/26
4/13	Del Norte	Delta	N04/27 Ho5/4
4/14	Mormacsea	Am-Rep	Jx4/24 NY4/28 Bo5/1 Pa5/3 Ba5/5 Nf5/6
4/20	Nicaragua	Lloyd	NY5/6
4/20	Del Valle	Delta	N05/9 Mo5/13
4/21	Mormacteal	Am-Rep	Ba5/7 Pa5/9 NY5/10 Bo5/13 M15/17
4/24	Guatemala	Lloyd	N05/11 Ho5/16
4/27	Del Sud	Delta	N05/11 Ho5/18
4/30	Domingos	Lloyd	NY5/16
5/4	Del Oro	Delta	N05/23 Ho5/27

#### TANGA

3/24	Lawak	Nedlloyd	NY4/24 LA5/9 SF5/13 Po5/20 Se5/23 Va5/26
4/1	Afr Planet	Farrell	NY5/1
4/12	Afr Moon	Farrell	NY5/12
4/16	Friesland	Nedlloyd	NY5/17 LA6/4 SF6/7 Po6/12 Se6/16 Va6/21
5/10	Afr Star	Farrell	NY6/9
5/24	Afr Rainbow	Farrell	NY6/23
6/21	Afr Lightning	Farrell	NY7/21
7/5	Afr Planet	Farrell	NY8/4

#### TRINIDAD

3/16	Francois	Af-Pac	LA4/2 SF4/5 Po4/9 Se4/12 Va4/14
4/26	Espen	Af-Pac	LA5/12 SF5/15 Po5/19 Se5/22 Va5/25
5/18	Leopold	Af-Pac	LA5/31 SF6/5 Po6/10 Se6/14 Va6/16

#### VICTORIA

3/20	Del Viento	Delta	N04/4 Ho4/8
3/26	Cuba	Lloyd	N04/10 Ho4/15
3/30	Del Rio	Delta	N04/14 Ho4/18
4/10	Del Aliba	Delta	N04/25 Ho4/29
4/24	Del Valle	Delta	N05/9 Ho5/13
4/28	Guatemala	Lloyd	N04/10 Ho4/15
5/8	Del Oro	Delta	N05/23 Ho5/27

#### TEA BERTHS

#### CALCUTTA

3/10	Steel Vendor	Isthmian	N04/16
3/12	Jalagopal	Scindia	Bo4/12 NY4/13 Pa4/16 Ba4/17 Nf4/19 Sa4/21 N04/25 Ho4/27

MARCH, 1960

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## COLOMBIANS

MEDELLIN • ARMENIA • MANIZALES • SEVILLA • GIRARDOT

# W.R. GRACE & CO.

## ship sailings

### CALCUTTA

3/20 Bay State	Isthmian	NY4/29 N05/7				
3/21 Express	Am-Exp	Bo4/29 NY5/1	Pa5/4	HR5/6	Sa5/9	
				Chsn5/10	Ba5/14	
4/10 Steel Recorder	Isthmian	N05/17				
4/12 Jaladhan	Scindia	Bo5/13 NY5/14	Pa5/18	Ba5/19	Nf5/20	
			Sa5/22	N05/26	Ho5/29	
4/20 Steel Chemist	Isthmian	NY5/28 N06/7				

3/21 Hulda	Maersk	Ha5/16 NY5/18	Mi5/25			
3/24 Hayes	Am-Pres	NY4/29 Bo5/4	Pa5/6	Ba5/7	HR5/9	
3/29 Express	Am-Exp	Bo4/29 NY5/1	Pa5/4	HR5/6	Sa5/9	
				Chsn5/10	Ba5/14	
4/1 Bay State	Isthmian	NY4/29 N05/7				
4/7 Luna	Maersk	NY5/6 Mi5/20				
4/9 Arthur	Am-Pres	NY5/14 Bo5/18	Pa5/20	Ba5/21	HR5/23	
4/12 Steel Rover	Isthmian	Bo5/10 NY5/11				
4/14 Steel Recorder	Isthmian	N05/17				
4/16 Jaladhan	Scindia	Bo5/13 NY5/14	Pa5/18	Ba5/19	Nf5/20	
			Sa5/22	N05/26	Ho5/29	

### COCHIN

3/10 Monroe	Am-Pres	NY4/17 Bo4/21	Pa4/24	HR4/25		
3/15 Steel Advocate	Isthmian	Bo4/11 NY4/12				
3/17 Jalagopal	Scindia	Bo4/12 NY4/13	Pa4/16	Ba4/17	Nf4/19	
			Sa4/21	N05/26	Ho5/29	
3/17 Explorer	Am-Exp	Bo3/12 NY3/14	Pa3/17	HR3/19	Sa3/22	
				Chsn3/23		
3/26 Hayes	Am-Pres	NY4/29 Bo5/4	Pa5/6	Ba5/7	HR5/9	
3/27 Steel Executive	Isthmian	Bo4/24 NY4/25				
4/3 Bay State	Isthmian	NY4/29 N05/7				
4/11 Arthur	Am-Pres	NY5/14 Bo5/18	Pa5/20	Ba5/21	HR5/23	
4/14 Steel Rover	Isthmian	Bo5/10 NY5/11				
4/18 Jaladhan	Scindia	Bo5/13 NY5/14	Pa5/18	Ba5/19	Nf5/20	
			Sa5/22	N05/26	Ho5/29	
4/23 Coolidge	Am-Pres	NY4/27 Bo6/1	Pa6/3	Ba6/4	HR6/6	
4/27 African Patriot	Isthmian	Bo5/26 NY5/27				
5/3 Steel Chemist	Isthmian	NY5/28 N06/7				

4/21 A vessel	Maersk	Ha5/16 NY5/18	Mi6/5			
4/21 Coolidge	Am-Pres	NY4/27 Bo6/1	Pa6/3	Ba6/4	HR6/6	
4/25 African Patriot	Isthmian	Bo5/26 NY5/27				
5/1 Steel Chemist	Isthmian	NY5/28 N06/7				
5/8 Olga	Maersk	NY6/7 Mi6/24				
5/21 Leda	Maersk	Ha6/15 NY6/18	Mi7/1			

### DJAKARTA

3/18 Luna	Maersk	NY5/6 Mi5/20				
3/20 Madison	Am-Pres	LA4/26 NY5/12	Ba5/17	Bo5/21		
3/28 Fillmore	Am-Pres	LA5/9 NY5/25	Ba6/1	Bo6/5		
3/28 Steel Rover	Isthmian	Bo5/10 NY5/11				
4/9 African Patriot	Isthmian	Bo5/26 NY5/27				
4/18 Olga	Maersk	NY6/7 Mi6/24				

### COLOMBO

3/13 Steel Advocate	Isthmian	Bo4/11 NY4/12				
3/14 Steel Vendor	Isthmian	N04/16				
3/15 Jalagopal	Scindia	Bo4/12 NY4/13	Pa4/16	Ba4/17	Nf4/19	
			Sa4/21	N03/25	Ho4/29	

### DJIBOUTI

3/20 Steel Vendor	Isthmian	N04/16				
3/23 Steel Advocate	Isthmian	Bo4/11 NY4/12				

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TAIPEI (FORMOSA)

# ship sailings

4/5	Steel Executive	Isthmian	Bo4/24 NY4/25
4/9	Bay State	Isthmian	NY4/29 N05/7
4/22	Steel Rover	Isthmian	Bo5/10 NY5/11
5/6	African Patriot	Isthmian	Bo5/26 NY5/27
5/8	Steel Chemist	Isthmian	NY5/28 N06/7

## HONG KONG

3/10	Cleveland	Am-Pres	SF3/28 LA4/2
3/10	Moor	Pioneer	NY4/19 Ba4/23 N14/25 Pa4/27 Bo4/30
3/11	Old Colony Mariner	PacFar	SF3/27 LA4/1
3/14	Yamawaka Maru	Yamashita	NY4/18 Pa4/23 Ba4/24 N14/27
3/18	Mist	Pioneer	NY4/24 Ba4/28 N14/30 Pa5/2
3/18	Nevada Maru	K Line	SF4/12 NY4/26
3/18	Effie	Maersk	LA4/11 NY4/26
3/25	Tyler	Am-Pres	LA4/10 NY4/26 Ba5/2 Bo5/6
3/26	Van Buren	Am-Pres	LA4/16 SD4/22 SF4/25
3/27	Korean Bear	PacFar	SF4/11 LA4/17
4/1	Wilson	Am-Pres	SF4/19
4/3	Chastine	Maersk	SF4/26 NY5/13
4/7	Golden Bear	PacFar	SF4/25
4/7	Kamikawa Maru	K Line	SF4/24 LA4/26 NY5/13
4/14	Yamakimi Maru	Yamashita	NY5/18 Pa5/23 Ba5/24 N15/27
4/14	Hoover	Am-Pres	SF5/1
4/18	Nicoline	Maersk	LA5/12 NY5/27
4/23	Fillmore	Am-Pres	LA5/9 NY5/25 Ba6/1 Bo6/5
4/25	Cleveland	Am-Pres	SF5/13
5/3	Johannes	Maersk	SF5/26 NY6/12
5/14	Yamatoka Maru	Yamashita	NY6/18 Pa6/23 Ba6/24 N16/27
5/18	Marit	Maersk	LA6/13 NY6/26

## KOBE

3/10	Rita	Maersk	SF3/26 NY4/11
3/10	Mill	Pioneer	NY4/4 Ba4/8 N14/10 Pa4/12
3/11	Taylor	Am-Pres	LA3/25 SD3/31 SF4/3
3/14	Cleveland	Am-Pres	SF3/28 LA4/2
3/21	Yamawaka Maru	Yamashita	NY4/18 Pa4/23 Ba4/24 N14/27
3/22	Moor	Pioneer	NY4/19 Ba4/23 N14/25 Pa4/27 Bo4/30
3/26	Effie	Maersk	LA4/11 NY4/26
3/28	Nevada Maru	K Line	SF4/12 NY4/26
3/30	Mist	Pioneer	NY4/24 Ba4/28 N14/30 Pa5/2
3/31	Van Buren	Am-Pres	LA4/16 SD4/22 SF4/25
4/5	Wilson	Am-Pres	SF4/19
4/10	Chastine	Maersk	SF4/26 NY5/13
4/13	Harrison	Am-Pres	LA4/29 SD5/5 SF5/8
4/18	Hoover	Am-Pres	SF5/1
4/20	Garfield	Am-Pres	LA5/4 SD5/10 SF5/13
4/21	Yamakimi Maru	Yamashita	NY5/18 Pa5/23 Ba5/24 N15/27
4/26	Nicoline	Maersk	LA5/12 NY5/27
4/29	Cleveland	Am-Pres	SF5/13
5/10	Johannes	Maersk	SF5/26 NY6/12
5/21	Yamatoka Maru	Yamashita	NY6/18 Pa6/23 Ba6/24 N16/27
4/26	Marit	Maersk	LA6/13 NY6/26

## SHIMIZU

3/12	Rita	Maersk	SF3/26 NY4/11
3/12	Mill	Pioneer	NY4/4 Ba4/8 N14/10 Pa4/12
3/13	Taylor	Am-Pres	LA3/25 SD3/31 SF4/3
3/24	Yamawaka Maru	Yamashita	NY4/18 Pa4/23 Ba4/24 N14/27
3/26	Moor	Pioneer	NY4/19 Ba4/23 N14/25 Pa4/27 Bo4/30
3/28	Effie	Maersk	LA4/11 NY4/26
3/30	Nevada Maru	K Line	SF4/12 NY4/26
4/1	Mist	Pioneer	NY4/24 Ba4/28 N14/30 Pa5/2
4/2	Van Buren	Am-Pres	LA3/16 SD3/22 SF3/25
4/12	Chastine	Maersk	SF4/26 NY5/13
4/15	Harrison	Am-Pres	LA4/29 SD5/5 SF5/8
4/22	Garfield	Am-Pres	LA5/4 SD5/10 SF5/13
4/24	Yamakimi Maru	Yamashita	NY5/18 Pa5/23 Ba5/24 N15/27
4/28	Nicoline	Maersk	LA5/12 NY5/27
5/12	Johannes	Maersk	SF5/26 NY6/12
5/24	Yamatoka Maru	Yamashita	NY6/18 Pa6/23 Ba6/24 N16/27
5/28	Marit	Maersk	LA6/13 NY6/26

## YOKOHAMA

3/14	Mill	Pioneer	NY4/4 Ba4/8 N14/10 Pa4/12
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MARCH, 1960

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3/15	Rita	Maersk	SF3/26 NY4/11
3/16	Cleveland	Am-Pres	SF3/28 LA4/2 SD4/3
3/26	Yamawaka Maru	Yamashita	NY4/18 Pa4/23 Ba4/24 N14/27
3/28	Moor	Pioneer	NY4/19 Ba4/23 N14/25 Pa4/27 Bo4/30
3/31	Effie	Maersk	LA4/11 NY4/26
4/3	Mist	Pioneer	NY4/24 Ba4/28 N14/30 Pa5/2
4/3	Nevada Maru	K Line	SF4/12 NY4/26
4/4	Van Buren	Am-Pres	LA4/16 SD4/22 SF4/25
4/7	Wilson	Am-Pres	SF4/19
4/15	Chastine	Maersk	SF4/26 NY5/13
4/17	Harrison	Am-Pres	LA4/29 SD5/5 SF5/8
4/20	Hoover	Am-Pres	SF5/1
4/24	Garfield	Am-Pres	LA5/4 SD5/10 SF5/13
4/26	Yamakimi Maru	Yamashita	NY5/18 Pa5/23 Ba5/24 N15/27
4/30	Nicoline	Maersk	LA5/12 NY5/27
5/1	Cleveland	Am-Pres	SF5/13
5/15	Johannes	Maersk	SF5/26 NY6/12
5/26	Yamatoka Maru	Yamashita	NY6/18 Pa6/23 Ba6/24 N16/27
5/31	Marit	Maersk	LA6/13 NY6/26

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# Regional Trade Notes

## New York

■ ■ George V. Robbins has been named to head the newly-created advisory council of New York's Brazilian Institute. Robbins, 58, has been director of green coffee operations of the General Foods Corporation since 1947. For his work in the field of Brazilian American relations he is a recipient of that country's Order of the Southern Cross.

■ ■ The Board of Managers of the New York Coffee and Sugar Exchange, Inc., have elected six new members. The new members are Marcel Dahan of France; Alfred L. Sklar, Havana, Cuba; Edwin R. Camilleri, of A. A. Mackey & Co., New York; Abraham Le Vine, Farr, Whitlock & Co.; Nikolai Stevenson, Lobo & Co., and Edwin H. Lopex-Mirana, Lamborn & Co.

■ ■ Three sales representatives of Arabian Coffee Company, Boston, attended a recent three day course in the background of green coffee and coffee brewing at the Coffee Brewing Institute.

■ ■ The International Management Division of the American Management Association, Inc., heard N.C.A. president, John F. McKiernan during its 3-day seminar on "Decisions for Investment and Operation in Brazil" McKiernan's topic was on "Coffee's Role in the Brazilian Economy".

■ ■ Green Coffee keglers are rolling ahead in their 1959-'60 tournament. As of March 3, Nathor was first with 39 wins, 24 losses. Byrne Delay follows closely with 36 games won, and 27 lost. In third place is Argentine, 34½ games won, 28½ lost.

High team game, net, was scored by Woods with 922, followed by Force, 906, and Bendiks, third, with 885. High team

series, net, Woods, 2553; Woods, 2533; and Argentine, 2496.

■ ■ The American Spice Trade Association advises that visitors during the month included Sheikh Mohamed Shamte, a member of the Zanzibar Legislative Council, and a prominent member of that country's clove producing community.

■ ■ March has been designated "Baking Seeds" month by the American Spice Trade Association. Baking seeds include several spice varieties including poppy, caraway, sesame, fennel and anise. These traditional baking seeds will be featured in a series of recipe ideas to be circulated in the form of press releases.

■ ■ *Financial Briefs.* Two major processors with corporate offices in the New York metropolitan area issued earnings statements during the past month. Chock Full O'Nuts Corporation indicated that new sales and earnings records for the six-month period ended January 31, 1960 had been attained. Net sales for the period amounted to \$14,591,194 as compared with \$13,224,513 for a like 1959 period. Grand Union's overall 1959 sales meantime amounted to an all time high of \$603,439,471, up 19.8 percent over the food chain's record breaking 1958 sales.

## New Orleans

■ ■ Nicholas M. Feuillatte, President of Jean Appel and Co., Inc., of New York stopped in New Orleans in early February en route to Guatemala on a business trip.

■ ■ The Green Coffee Bowling League scores, as reported by Rodney Abele, Leon Israel and Bros., Inc., secretary of the League. First high team, three games: Buckley and Forstall,

2508; Delta Line second with 2429; Dupuy Storage and Forwarding Corp., third with 2379. First high individual, three-games, Jerry Toca, Buckley and Forstall team, 598; second high individual, three-games, Jack Taylor, Aron No. 1, 569; third high individual, three-games, Clifford Sphuler Aron No. 1, 561. First high team game was Buckley and Forstall, 921; second high team game was Aron No. 1, 896; third high team game was Delta Line, 878. First high individual game was Clifford Sphuler, 246; Second high individual game was Jerry Toca, 239; and third high individual game was Jack Taylor, 226.

■ ■ Ground was broken, in February, for the construction of the new coffee processing plant by J. A. Folger and Co. J. S. Atha, president of the firm stated the plant will be in operation by Dec. 1, 1960. The twenty-acre construction site is located near the junction of Highway 90 and the old Gentilly Road. Atha indicated that the plant would be equipped with the most modern roasting and processing equipment. August Perez, Jr., of August Perez and Associates is the architect. The \$1,691,900 contract has been awarded to the J. A. Jones Construction Company, builders of the terminal facilities at Moisant International Airport and the Royal Orleans Hotel. The Folger plant is being built in the 32,000 industrial area of New Orleans East, Inc., and Mr. Atha said the firm had decided to locate the branch in New Orleans because of the city's "unmatched port facilities and its proximity to the important coffee producing countries of Central and South America."

■ ■ Michel Pichard, vice president of The Arles Co., Inc., New York arrived in New Orleans in Mid-February for a brief visit.

■ ■ Mr. and Mrs. James S. Levy, vice president of J. Aron and Co., Inc., have returned from a cruise of several weeks duration in the West Indies.

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■ ■ Sam Israel of Leon Israel and Bros., Inc., has been elected second vice-president of Touro Infirmary Board of Managers.

■ ■ Murray M. Squires, Anderson Clayton, has been installed as president of the Green Coffee Association. He succeeds George T. Gernon, of Ruffner, McDowell and Burch. Other officers installed are James S. Levy, vice-president of J. Aron and Co.; Louis J. Castaing, Leon Israel and Bros., Inc., 2nd vice-president; Phil G. Ricks II, 3rd vice-president; and, John J. Cummings Jr., treasurer. Miss Claire L. Sauter was reappointed secretary. Directors installed include Bickford C. Graf, C. E. Bickford and Co.; Kent Satterlee, Bright and Co.; Charles E. Schmidt, broker; Mark S. Walters, C. H. D'Antonio Co.; and George G. Westfeldt, Jr., Westfeldt Bros.; and the outgoing president, Mr. Gernon who was host to the membership at a cocktail party at the Association's office, 302 Magazine. M. Gernon was presented with a gold watch and an engraved gavel.

■ ■ A grant of \$15,000 has been made to Loyola University of the South by the Wm. B. Reily and Co., and J. Aron and Co., in honor of the late E. E. Lafaye, former vice president of both companies and member of the university's board of advisors. The gift will be used to establish the E. E. Lafaye Memorial Fund. The grant was presented by William B. Burkenroad Jr., vice-president of Wm. B. Reily and Co., to the Very Rev. W. Patrick Donnelly, S.J., Loyola president and E. A. Lafaye, representing the Lafaye family. Mr. E. E. Lafaye who died last year at the age of 79, was a native of New Orleans. He joined the Loyola board of advisors in 1932 and served until his death. He was a former president of the Green Coffee Association and was active in civic affairs.

■ ■ Harry X. Kelly, Chairman of the Executive Committee of the Mississippi Shipping Company is the first Louisianian named President of the Mississippi Valley Association in some 40 years. Mr. Kelly has been affiliated with the

Mississippi Shipping Company since leaving Army service in 1919. He was named vice-president in 1943, in charge of operations, and in 1949 was named executive vice-president. He was elected president of the company in 1953 and was named chairman of the executive committee in 1959. He is also a director of International House.

■ ■ A half-page advertisement on the new Luzianne instant coffee plant was run in the February 12, **Times-Picayune**. The text was of especial interest

since there have been some complaints in the New Orleans papers about coffee grounds being dumped, causing a nuisance. In the Luzianne advertisement, the \$40,000 incinerator was credited with completely destroying all coffee grounds. The copy continued: "Luzianne's new \$40,000 incinerator is just one example of the careful planning which had made this fine new facility a good neighbor as well as the world's finest instant coffee plant." A coupon was included with the advertisement, giving a 15-cent reduction.

## TRADE CALENDER

### March 24-26

Institute Food Distributors of America  
Memorial Auditorium  
Dallas, Tex.

### March 24-30

U. S. Wholesale Grocer's Ass'n.  
Baker & Statler Hilton & Dallas  
Memorial Auditorium  
Dallas, Tex.

### March 28-30

Advertising Essentials and Nat'l.  
Sales Aids Show  
Biltmore Hotel,  
New York, N. Y.

### April 4-7

Nat'l. Premium Buyers Expo.  
Navy Pier  
Chicago, Ill.

29th AMA Nat'l. Packaging Expo.  
Convention Hall  
Atlantic City, N. J.

### May 1-4

Flavoring Extract Mfrs. Ass'n.  
Hotel Hershey  
Hershey, Pa.

Super Market Institute  
Convention Hall  
Atlantic City, N. J.

### May 9-12

41st Nat'l. Restaurant Convention  
Chicago, Ill.

### May 19-21

Pacific Coast Coffee Ass'n.  
Desert Inn  
Las Vegas, Nev.

### May 22-25

American Spice Trade Ass'n.  
Shawnee Inn,  
Shawnee on Delaware, Pa.

### June 12-16

Nat'l. Ass'n. of Retail Grocers  
Memorial Auditorium  
Dallas, Tex.

### June 20-22

Grocery Mfrs. of America  
Greenbrier  
White Sulphur Springs, Va.

### June 26-29

Nat'l. Retail Tea & Coffee  
Merchants Ass'n.  
Drake Hotel  
Chicago, Ill.

### October 9-12

Tea Ass'n. of the U.S.A., Inc.  
Diplomat Hotel  
Hollywood, Fla.



"THERE'S NOTHING REMARKABLE ABOUT OUR BLEND. THREE FREIGHTERS BOURBON, ONE FREIGHTER COLOMBIAN, ONE FREIGHTER MOCHA."

## San Francisco

■ ■ There have been heavy arrivals of Brazils on the Pacific Coast this month, apparently a continuation of the trend to milds in the Atlantic coastal ports. In addition the market has shown an increase in Africans being shipped to the Pacific Coast, a continuation of the trend which started in 1959. In March, sales tax on inventories slowed down orders for tax time deliveries, a usual occurrence for this time of year.

■ ■ Mort Adams, director of merchandising of the Tea Council of the U.S.A., Inc., spoke in San Francisco last month before the Western States Tea Association. The luncheon, at the Commercial Club, was arranged by W.S.T.A. secretary Werner Lewald. Fred Vance, president, presided over the meeting.

The Adams talk covered the presentation prepared by Cornell Universities' restaurant and hotel department in conjunction with the Tea Council of the U.S.A. The subject: commercial aspects of selling hot and iced tea. The group was told that hot tea has the lowest of all beverage costs, even when sugar or lemon is included. At a sales price of ten cents per cup, there is a gross profit of 85 percent.

The hot tea potential is shown in the figures outlined by Adams to the group. He indicated that 25 persons out of 100 drink tea at home, only 11-in-100 in the restaurant. Adams additionally pointed out that restaurants were failing to promote iced tea properly, an outlet which he indicated was one of the greatest, and growing, outlets for tea.

Visitors present at the W.S.T.A. luncheon included C. J. Stracey, consul general of India, and Peter Anan-

da of the Indonesian consul generals office.

■ ■ Folger's has announced purchase of all the assets of the Milo Coffee Company of San Francisco, except the building and real estate. In addition to the production and brewing equipment, Folger's restaurant department will add three new salesmen, formerly with Milo, John Rogers, Frank Kikes and Joseph Santosuosso. The Milo Coffee Company is an old San Francisco firm, having been established in San Francisco over 30 years ago.

A recent visitor in San Francisco was J. S. Atha president of Folger's Kansas City company.

■ ■ The San Francisco Coffee Club will hold its next meet at the Meadows Club in Marin County, April 29. Chuck Cecil, is president of the Club, and Manny Rosen is secretary and treasurer. A large turnout is expected as the Meadows' course is one of the best, and an interesting plan of entertainment is offered.

■ ■ Personalities. Alfred Henry Peet has joined the staff of E. A. Johnson Co.

Neil Hopping recently celebrated his 25th wedding anniversary.

Beck Howe of E. A. Johnson & Co. traveled to New York last month on business.

Ed Spillane's and Larry Meyer's paths must have crossed in Los Angeles last month for both were visiting Disneyland at about the same time with their families, but they did not meet.

Paul Ahrens was on the east coast last month gathering in orders for green tea for his firm Irwin-Harrisons-Whitney, Inc. Then he left for Japan for the opening of the season at the Shizuoka tea market.

Mr. and Mrs. Walter Hellyer also left on the President Cleveland for the same purpose as Paul in Japan.

Peter Larriq formerly of Anderson Clayton is now in the purchasing department of Safeway Stores, Brookside Division in Oakland. Arthur Brinckerhoff is in charge of coffee and tea purchasing for Safeway and Larriq is coffee buyer.

■ ■ Leon Cavasso, Sr., a beloved member of the coffee fraternity died last month at the age of 79. Cavasso earned his position in the coffee world by his successful continuity of service with one company, Jones-Thierbach & Co. of San Francisco. He began with that company 57 years ago when it was known as Jones-Paddock. At the time of his death was sales manager.

## Los Angeles

■ ■ Jim Duff has announced his retirement from the green coffee business, as of March, 1960. Jim has been active in the Los Angeles area for over thirty-five years as the green coffee broker for Leon Israel Bros., Inc., and for many other firms. His retirement will be definitely felt. The Los Angeles coffee trade salutes a fine gentleman, Jim Duff, and wishes him many years of relaxation and good health.

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WANT CREAM IN THAT COFFEE!"

## Los Angeles Notes

(Continued from page 61)

■ ■ It has been announced that the coffee plant formerly occupied by Coffee Industries, Inc. has been sold to the Continental Coffee Co. of Chicago, Illinois. Mr. Frank Champ, who was the former general manager of Coffee Industries, Inc. has been retained as Manager for the Continental Coffee Co.

■ ■ Bill Fenerin, manager of Anderson Clayton & Co., San Francisco, was recently in Los Angeles to call on the local coffee roasters. While here in Southern California Bill made his headquarters at the office of V. J. Cain.

■ ■ A \$4,000,000 presentation was made to the citizens of Los Angeles January 28th, 1960, when the Los Angeles Board of Harbor Commissioners dedicated a huge new shipping terminal at Berths 143 and 144 in the Wilmington district.

Civic leaders, government officials, steamship executives, consuls, importers and exporters attended the event. Brief talks by U. S. Senator Kuchel, Mayor Poulson, Council President Gib-

son, Admiral Dockweiler, and Raymond V. Winquist, President of General Steamship Corp., and several others, touched off the great dedication.

This new development includes a concrete wharf 1,200 feet long, and will berth two ships simultaneously. The terminal will offer shedded space for 35,000 tons of cargo, and it is planned to extend the wharf another 500 feet, adding another berth, by the end of this year.

Eight steamship companies, whose agent here is the General Steamship Corporation, will use the terminal.

■ ■ Stephen Gluck, of Otis, McAllister & Co., San Francisco, stopped off in Los Angeles enroute home from the National Coffee Convention in Boca Raton, Fla. While here he made his headquarters at the office of W. H. Dunn & Co. Also, made the grand tour of Los Angeles calling on the local coffee roasters.

■ ■ Cedric Sheerer and Bobby Benson of Ruffner, McDowell & Burch, San Francisco, recently came to Los Angeles to call on local coffee roasters.

■ ■ John Hueman, coffee buyer for

Continental Coffee Co., New York, came to Los Angeles for a short visit. While here John made a survey of Continental's newly acquired plant inspecting both production and blending facilities. After leaving Southern California John was flying to Colorado, and thence on to New York to the ice and snow.

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● PERSPECTIVE

MARKETS FOR YOUR PRODUCT

## 1. Religious Institutions

It is probable that there are many currently existent areas for coffee, tea and spice sales, of which the average salesman is not aware. Take, for example, the situation which holds true in the Province of Quebec where religious institutions comprise an enormous sales area.

Here, in the words of J. L. Amyot, president of Java Food Products, Ltd., Montreal, are a few of the sales problems and rewards in this very special market.

"Selling the religious institution is an art that very few commodity salesmen are able to learn, and understand. And, it is surprising that this is true, for the consuming power of such organizations is an enormous one. Thus, the salesman who will take the trouble to digest a few basic selling points may discover large, and potent outlets.

"First, your salesman must remember that the buyer at the religious institution is in a fairly special class. He is generally well educated, extremely sensitive, and not at all interested in money or in the commercial aspects of your product. Above all, he is interested in quality first.

"Secondly, you must remember that terms for payment for your product is a secondary matter with the institution buyer. As everyone in the trade knows they are as solid as the biggest banks in the world, and yet they resent being reminded that their account is due. Their mode of payment varies from six months to a year or more. Sometimes it is longer if the organization is building, or expanding. But the big point is that they have never failed to pay their bills.

"The religious institution buyer must always feel convinced, and assured, that he will not be misled in any manner. Those salesmen who have managed to gain their confidence will find that they will retain it for a lifetime. Even more important, the trusted salesman will find the institution buyer will go out of his way to find new outlets, and new buyers, for a trusted friend.

"Such salesmen will carry their clientele to whom they want, and to whatever firms or companies they may decide to deal with. At their own discretion they will know what is the proper month, time, place, even the correct hour to call on a friendly buyer. Often they will find that he will buy a year's supply, or more, on just this one visit."

Mr. Amyot, sums up his remarks on the religious institution as a buyer by pointing up the fact that, "they are considered an outstanding factor in both the manufacture and movement of goods in Canada. In short, a highly respected asset for the trade in general."

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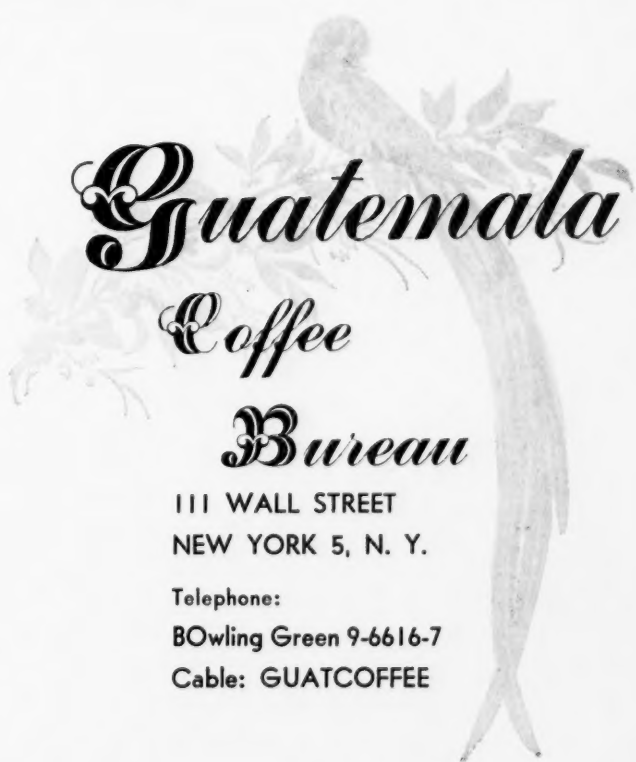
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